

QUARTERLY

The College of New Rochelle Alumnae/i Magazine

Fall 2008 | Volume 79 | No. 4

In the Know. All the Time.

How We Know What We Know

(Story on page 2)





FROM THE EDITOR

I don't recall a single computer in use in any of my high school classrooms. As a college freshman, I learned DOS commands on IBM computers with black and white monitors. By senior year, I was learning desktop publishing on Macs, but I still remember typing my final papers that year on a Selectric typewriter.

When I started working at CNR, we had one computer in the office with about 50MB of memory (not gigabits, megabits), and we thought that was a big deal. I remember our getting AOL and Compuserve accounts in the office and thinking the few sites available on the Internet through our dial-up connection were astounding. That was less than 20 years ago.

Now, I can't imagine life without my laptop or e-mail or the ability to research any given topic on the Internet 24 hours a day. Yet I'm also still a little "old school." I don't have a Blackberry, don't text and get most of my news from reading the newspaper the old-fashioned way – on paper (but maybe that's because I'm a writer at heart). While I was delighted to get our first home computer just over a decade ago, my daughter is already learning on a Smartboard in her kindergarten class and could navigate our computer proficiently when she was barely four.

Today, there's really no doubt that we are experiencing a "communications explosion." We're bombarded by information around the clock and literally everywhere we go – from news available 24 hours a day on your computer, your Blackberry, and GPS to advertising on top of taxis, on the walls of public bathrooms and even on our coffee cups. New technology is emerging every day. I can't even imagine what the future holds.

In this issue of *Quarterly*, we examine how this new technology is impacting the way we get our news. We meet several CNR alumnae/i who are making an impact in the fields of broadcast journalism, magazine publishing and sports marketing. We explore how men and women communicate, and much more.

So, read on and enjoy!

Lenore Carpinelli

Lenore Boytim Carpinelli SAS'89
Editor

CORRECTION: In the Summer 2008 issue of *Quarterly*, a CNR volunteer in a photo on page 33 was incorrectly identified. Errol Thompson of the SNR Brooklyn Campus generously donated his services to paint bathrooms at Richmond House during the College's Community Service Day in April 2008.

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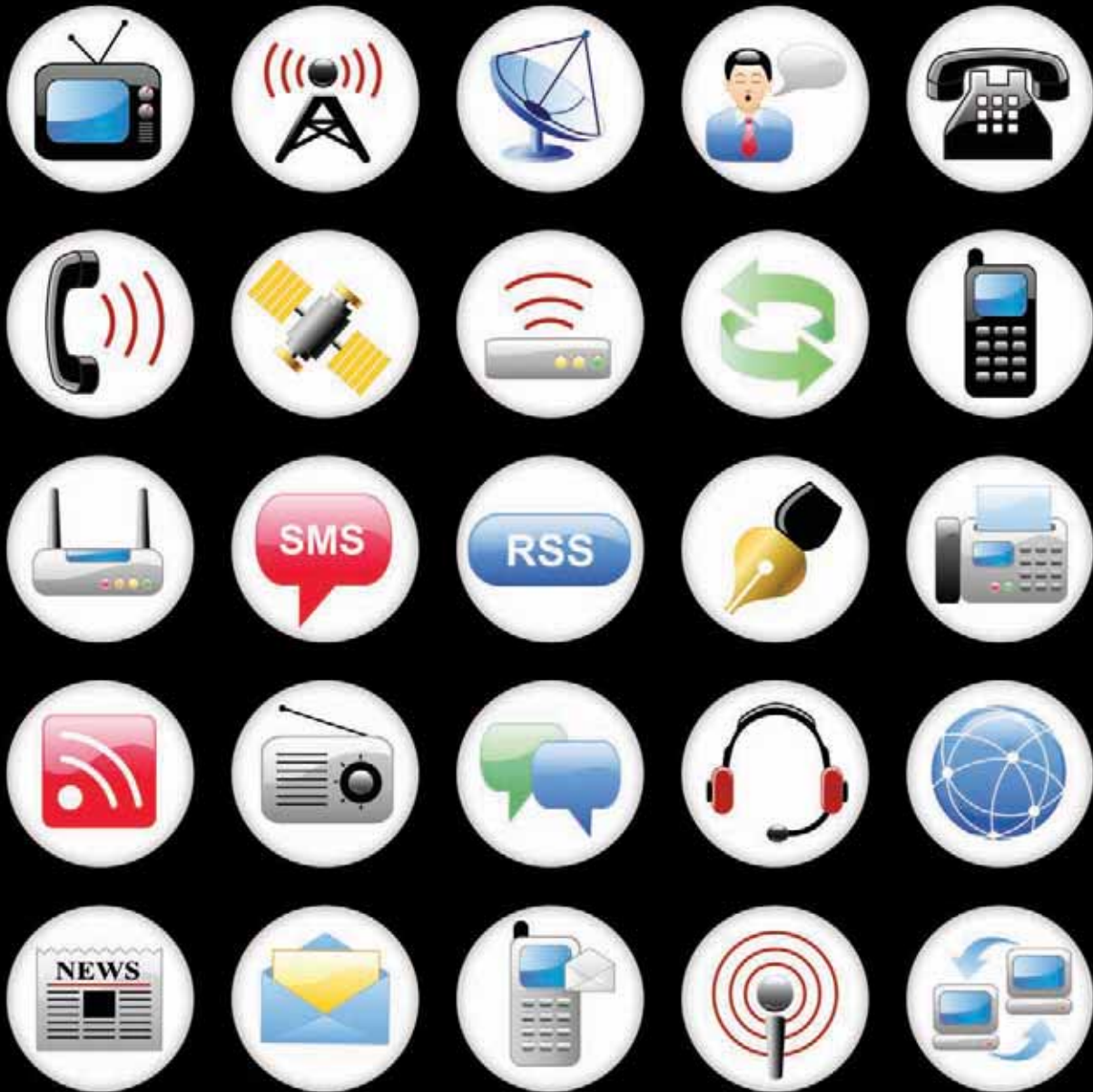
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Cover Photo: Angela Cascarano SAS'01 is an Emmy Award-winning producer for Fox 5 NY news.
Photograph by Steve Jordan.

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IN THE KNOW. ALL THE TIME.

How We Know What We Know

BY GARY ROCKFIELD

Need to know Who, What, When, Where and Why? Meet five media pros who know how to get the Five W's. They're Communications grads who feel right at home amid today's hectic 24-hour news cycle.

VALERIE SALEMBIER SNR'73

Harper's Bazaar was struggling financially and spiritually adrift following the death of fabled editor Liz Tilberis. To make matters worse, the publisher at one competitor was maliciously telling advertisers that the magazine itself was on death's door and about to shut down.

"When I heard this," recalls Harper's Bazaar Publisher Valerie Salembier, "I thought, 'Holy crow, what am I going to do?'"

New on the job but not about to be pushed around, "I called this person and told him to stop – and it didn't happen again."

It's this direct approach that has enabled Valerie and her team to re-energize Harper's Bazaar since her 2003 arrival, topping a sometimes turbulent career that has also featured key roles at USA Today, TV Guide, Esquire and the New York Post.

"I'm actually a nice person, a calm person, and so people mistake that for softness. If there's one thing I am, it's a ferocious competitor."

The Teaneck, NJ, native flashed that competitive spirit early on, rising from receptionist to become the first female ad salesperson at Newsweek in the early '70s.

As the story goes, Newsweek president Gibson McCabe had declared that ad sales were no job for a woman. But narrowly dodging the heavy crystal ashtray hurled in response by an angry Katherine Graham – legendary owner of the magazine's parent company – McCabe agreed that perhaps the staff did need a little gender diversity.

"And I," Valerie explains, "was the result of that thrown ashtray!"

"Ad sales industry-wide was still an all-male domain back then. Some clients didn't bat an eyelash when I walked into their office, but others did. Fortunately, I just really understood how to sell."

Fire in the Belly

Selling people on Harper's Bazaar was a challenge when she first took charge. "Advertisers took a wait-and-see attitude. There were a lot of doubters; it was very tough." But along with Valerie arrived

new top editor Glenda Bailey, "an incredible talent," and the upswing began.

"I'm not good at many things," Valerie confides, "but I am good at turn-arounds. Some people are better at keeping an already well-oiled machine running. To me that's a bore."

"So I looked for people who had a fire in their belly. The good people stayed, but some had to go. I had to have the best possible staff, because we had to get our message out fast."



"I'm actually a nice person, a calm person, and so people mistake that for softness. If there's one thing I am, it's a ferocious competitor."

Every magazine needs a brand message, she explains, and the simplest is often the best.

"For Harper's Bazaar, the message is that we are the only true fashion magazine, with 85 percent of our editorial content focused on fashion and beauty. If someone is genuinely obsessed with fashion trends, she wants to read Harper's Bazaar."

And plenty do, with circulation now reaching 750,000 for those big fat Fall and Spring Preview issues. For a magazine publisher, Valerie explains, "The job is all about pulling in revenue – from ad sales, circulation and any other source we can think of."

As a fringe benefit, publishers also get a soapbox for issues close to the heart – and one "signature issue" for Valerie's at Harper's Bazaar is the global war against counterfeit fashion goods. "Our focus is on trying to protect the consumer as well as the designers and the luxury companies."

"I had always thought, 'Who does it hurt if you buy your niece a fake handbag on Canal Street?' But I've learned that counterfeiting is not a victimless crime, that it does hurt people. It contributes to child labor, funds drug cartels and even terrorism." The 2004 Madrid train bombings that killed 191 people and injured 2,000 were bankrolled through pirated CDs and DVDs, she adds, with the money laundered through Al-Qaeda.

Three Dreams

Married to investment banker Paul J. Block, Valerie lives in Manhattan and has two stepchildren. When named president of the New York Post in 1989, she said running a major daily paper was one of her three dreams in life. The others? Owning a baseball team and a share of a prize-fighter.

"I have been the luckiest person in the world," she adds today, "and I've been able to live many of my dreams."

Running a New York City newspaper is like being the mayor. The action and the pace are just phenomenal." Her yen for sports and tabloid news reportedly made Valerie a popular newsroom figure, and though her reign lasted just 17 months, in her heart "I'm still a Postie."

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“I have been the luckiest person in the world, and I’ve been able to live many of my dreams. Running a New York City newspaper is like being the mayor. The action and the pace are just phenomenal.”

—Valerie Salembier

Salembier

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As far as owning a prize-fighter, no luck thus far, although among Valerie’s many charity interests is her work for a group that aids boxers down on their luck.

And the baseball team? No calls yet from her beloved Mets. But she did enjoy a stint as head of the Salembier Flambes, as a founding member and first female manager in the original Rotisserie Baseball League (so named because the idea took shape during a now-legendary 1980 lunch at Manhattan’s *La Rotisserie Francaise*).

Yes, sports fans, it’s true – Valerie was indeed among the handful of media characters who created the mother of all fantasy-sports leagues – spawning the pastime on which millions of fans worldwide now devote countless blissful hours.

Valerie’s first publisher’s title, in fact, was with the brilliant but short-lived *Inside Sports*, in the early ’80s. “Some of the people there had been with me at *Newsweek* and knew I was a sports lunatic. That job was heaven, but then they pulled the plug, called everyone on a Sunday morning and said they were out of cash.”

And things don’t look much rosier for the magazine industry right now, she warns. “This year and 2009 are going to be particularly challenging. So it’s back to basics, Sales and Marketing 101. That means get out and sell, sell, sell, don’t just sit by the phone waiting for the order.” ■



Angela Cascarano was just about to say “I do” – when another woman burst into the room yelling “*Stop this wedding!*”

Never fear, Angela’s young heart was not broken. The “bride-to-be” was actually posing undercover to catch a fake rabbi, and the other woman was a reporter for Fox 5 NY – where Angela is a segment producer for the TV station’s Investigative Special Projects Unit.

Much of Angela’s work goes into the well-known weekly “Shame Shame Shame” series, in which reporter Arnold Diaz confronts crooked contractors, unscrupulous merchants or other alleged scoundrels. And there’s plenty to do before Diaz can shove a microphone in some evildoer’s face.

Angela and her colleagues first comb through a pile of tips, especially calls from victimized consumers, to come up with the most compelling and outrageous cases.

“Then we talk to the contact, get info from the Better Business Bureau or appropriate government agency, get out to see what’s going on and go undercover if necessary. And we do try to get both sides of the story.”

When the story has been shot, written and edited, it usually appears first on the *10 o’clock News*, with popular anchors Ernie Anastos and Rosanna Scotto. “I see Ernie and Rosanna all the time,” Angela says. “The personalities you see

on TV, that’s how the people here really are off-camera as well.”

With Fox 5 since 2001, she says, “I still learn something new here every day. Everybody has been very willing to help and they’re excellent role models. I’ve stayed here so long because I enjoy the people and enjoy being able to help some of the consumers we hear from.”

Wedding Crashers

A lifelong New Rochelle resident – you might know her mother Gina, an administrative assistant in the School of Arts & Sciences dean’s office – Angela joined Fox 5 as an intern. She soon worked her way onto the investigative unit, a plum assignment in a city seemingly crawling with scammers and swindlers.

“Unfortunately, in the world we live in, New York does seem to attract a lot of people who prey on others.”

Among them was the fake rabbi, unmasked in a 2002 report that won a local-news Emmy for Angela’s Fox 5 crew. “That,” she recalls, “had to be one of the most bizarre scams we’ve uncovered.”

The report, complete with Angela’s undercover dramatics, revealed how hundreds of interfaith couples had paid for traditional religious weddings that the counterfeit cleric was not ordained to perform. The groom was played by Angela’s boss at the station, and the blissful couple’s wedding photographer was really a Fox 5 cameraman.

Following the investigative segment, Angela says, the governors of New York and New Jersey helped the victimized couples by signing bills to legalize their unions. Her team has also exposed scams ranging from illegal Internet car sales to fraudulent work-at-home schemes.

“We had a woman in Brooklyn who was falsely claiming that – for a \$3,000 fee – she could give customers foreclosure-sale listings before they went out to the public. We had another producer go undercover, and when Arnold confronted the woman, she attacked the camera and went running up and down the middle of Nostrand Avenue. It was wild.”

Always Tuned In

Angela has been running around a lot late-

ly herself, as she moves to Garden City and renovates a condo with boyfriend Joe, an architect/builder. “My brain is fried right now” from all the remodeling, she laughs.

A long relaxing walk with Yorkie-mix Charlie usually helps her unwind. But even after a long day at Fox 5, she can’t help turning on the tube to scope out competing newscasts. “My boyfriend always says, ‘Angela, you just *left* work!’”

While focused on “Shame Shame Shame,” Angela is always ready for breaking news. She has helped cover crises such as the 2005 subway strike and Yankee pitcher Cory Lidle’s 2006 plane crash into an East Side high-rise. “When news happens, all bets are off, and you’re at the mercy of where you need to be.”

But sometimes the news comes right to you – as when two window washers last January fell from a 47th-story scaffold, just two doors down from Fox’s East Side studios. One miraculously survived.

“I was coming back from another story, saw the fire engines and ran down the block. In a case like that you try to find people who maybe saw something or heard something, find out who employs the men, get the who, what, when and where. You get the pictures and you get the facts.” ■

MARK JEFFERS GS'89

Mark Jeffers is truly a man for all seasons. Football season, basketball season...

But the Bedford Hills resident is not just your typical fan. A TV production and distribution pro, he has spent nearly 30 years bringing sports to grateful couch potatoes worldwide and touting technology designed to put them one step ahead of the action.

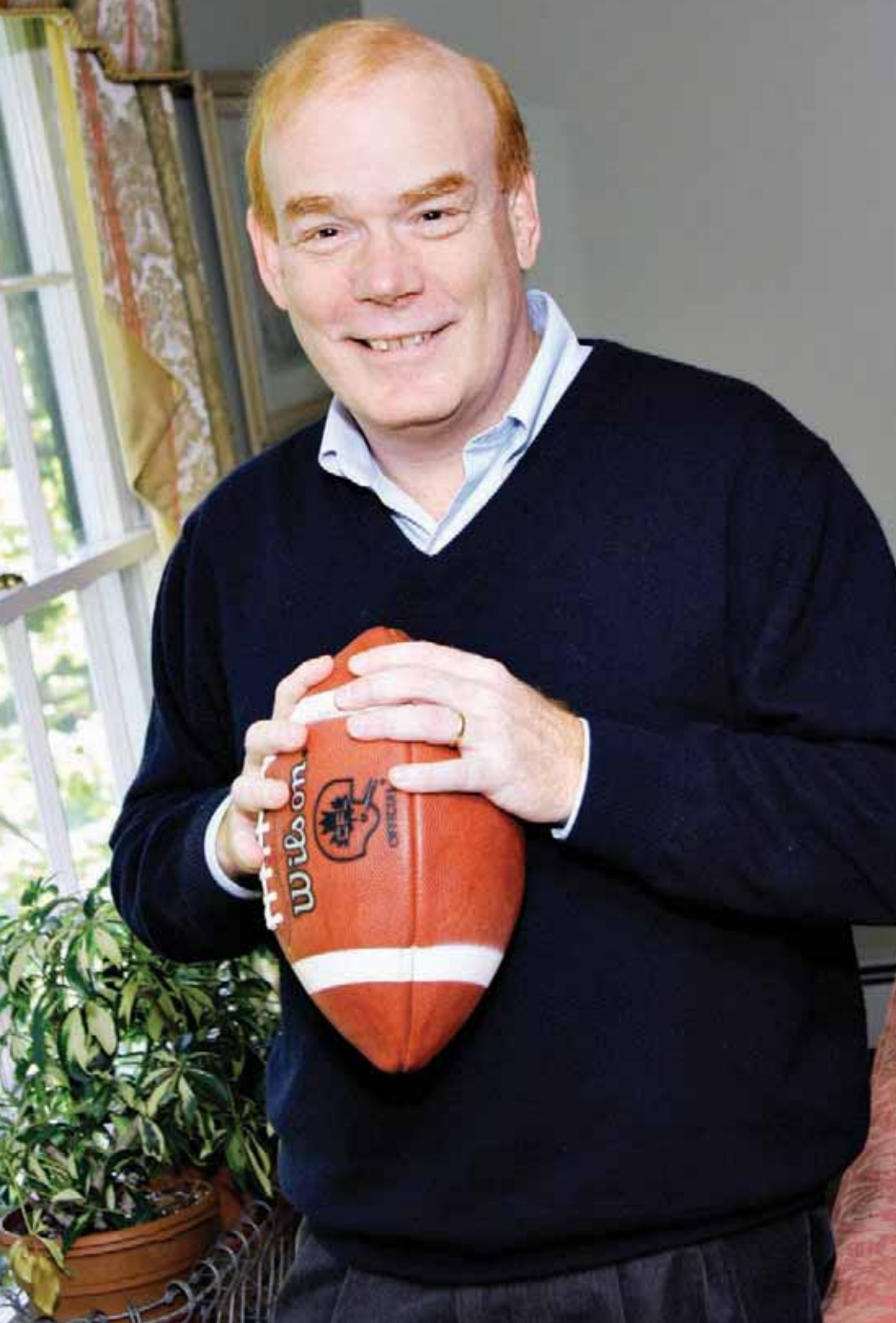
In fact, if you saw U.S. Olympian Michael Phelps swimming rings around his rivals this summer in Beijing, you might have noticed one of Mark’s brainstorms – those virtual flags at the bottom of the pool.

“I was watching a swim meet and

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“I still learn something new here every day. Everybody has been very willing to help and they’re excellent role models. I’ve stayed here so long because I enjoy the people and enjoy being able to help some of the consumers we hear from.”



“I was watching a swim meet and thinking that you really couldn’t see who was who and who was ahead. When they’re all underwater, you can’t tell Michael Phelps from Mark Jeffers. So we came up with the flag idea and sold it to NBC in time for the 2000 Olympics. They thanked me by name when they won an Emmy for it.”

Jeffers

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thinking that you really couldn’t see who was who and who was ahead. When they’re all underwater, you can’t tell Michael Phelps from Mark Jeffers.

“So we came up with the flag idea and sold it to NBC in time for the 2000 Olympics. They thanked me by name when they won an Emmy for it.”

That was while Mark was senior VP with an Israeli company called Orad, where he also helped develop viewer-friendly features such as virtual finish lines and world-record lines. He now consults with an array of high-tech clients for his own firm, MAR\$AR Sports and Entertainment (the “MAR” is for Mark, the “\$AR” for wife Sarah).

Take for example Jacked.com, a website-based “second-screen experience.” It synchronizes with whatever game you’re watching on TV and scours the Internet to pull up video, stats, chat and links relating to that game. “So if Kobe Bryant scores,” Mark explains, “you can see all kinds of info on him come right up on your computer.”

Shot Heard 'Round the World

A big New York Giants fan, Mark will gladly talk sports anytime, anywhere. Every other Wednesday evening he co-hosts *The Clubhouse*, a WFAS-AM talk show done live from the Buffalo Wild Wings in Port Chester.

With three teenage daughters who all play field hockey, Mark knows pro sports is no longer just an all-boys club. Recent *Clubhouse* guests have included golfer Natalie Gulbis, Olympic skater Allison Baver, even jammers from the all-female Suburbia Roller Derby.

Working with Clutch Media & Marketing in Harrison, Mark also is coordinating producer of *Inside the Big East*, a weekly TV show covering the conference that includes his original alma mater, Syracuse.

After studying TV production there, the Oneonta native headed for the Big Apple in 1981 and latched on as a page at NBC. “I got lucky and got a job in international operations and was heading the department by age 30. Then someone said, ‘You like sports, why don’t you become a salesman for us?’”

So Mark was named director of sports sales and operations, pitching NBC properties such as Notre Dame football to markets worldwide. He meanwhile earned a communications master's at CNR, later taught there and currently lectures on sports marketing at Manhattanville College.

But life threw Mark a curve in the late '90s, when his NBC unit suddenly moved to the West Coast. "My wife and I had a long weekend of discussions, and we decided to stay here."

The Orad job followed, along with roles "back on safer ground" in production and distribution. Mark then created a sports marketing department at Giles Communications in Harrison, where in 2005 he handled one of the spacier stunts in PR history.

"One of my clients there was the Element 21 golf club company, and they came up with the idea of having a Russian cosmonaut hit a golf ball off of

the international space station. They had me get him ready for his press conference and get out the word for all this crazy stuff."

Mark provided news outlets with a replica of the ball and club – and basked in the extra publicity as CNN morning host Miles O'Brien promptly smashed a wayward shot right into a monitor. CNN kept replaying O'Brien's gaffe all day, and the clip also became a YouTube fave.

Whole New Ball Game

Riding a career fueled by the cable and satellite boom, Mark is looking at the Internet as the next explosive force in sports media.

"You're going to watch more programming on your computer as well as on your phone, your PDA or whatever device you have. And if not the game itself, then updates, wrap-ups, stats and so on.

"Remember, it's not just the good ol' ball game, but ancillary products, fantasy sports

leagues, gambling, all kinds of things."

Sports considered minor "will get more of a chance to take center stage," Mark predicts, if they can deliver a loyal audience or key demographic. "You'll see the emergence of martial arts, for example, because that's so popular with young males."

But some things, thankfully, never change. Returning to Oneonta, which his dad and sister still call home, Mark just devoted his 33rd straight Labor Day weekend to the muscular dystrophy telethon, hosting and producing the hourly local cut-ins for Jerry Lewis' national fund-raiser.

"When I was 17, a friend lost a family member to muscular dystrophy, so I helped them do a local telethon." Mark was not yet a seasoned TV pro, "and at first it was like those old Spanky and Our Gang episodes where the kids decide to put on a show. But we managed to raise some money, and it's been growing ever since." ■



KAREN WILLOUGHBY SAS'86

"I've always *loved* supermarkets," Karen Willoughby admits. But she's not there just to grab a loaf of bread or a dozen eggs.

As web editor for *Elsevier Food International*, and a contributing editor with the trade magazine's print edition, she's looking to stock up on the latest supermarket trends and innovations – such as sensors that someday will instantly total your entire bill, while everything is still in the cart.

"From early on," growing up in Brooklyn, "I wanted to be a creative writer." But there was no way to foreshadow that Karen would someday be writing about shopping carts and seafood counters – in the Netherlands, of all places.

"I was working for Akzo-Nobel in Dobbs Ferry, running their patents database. This was around 1992, as the computer industry was really taking off, and you could pick your job, pick your salary." As things turned out, she also picked her husband – Rob, a Dutch-born Akzo commercial manager on a five-year U.S. assignment. When that stint was up, it was off to Europe for the couple, soon joined by new son Grey.

Karen had come to the U.S. from Belize at age three, but this move would prove much tougher. "I assumed everyone in the Netherlands would speak English, but that was so not true. We'd barely been there a week when Rob had to go on a business trip, so here I am, still trying to find us a house, literally running around with a big dictionary under my arm."

Making the Translation

And it's not just the language that needed translation, but the
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Willoughby

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culture as well. “People here don’t say ‘excuse me’ when they bump into you,” and some bluntly sneer at all things American, especially our coffee. “It took a while for me not to take it personally.”

With the computer bubble bursting, the Dutch economy didn’t need more database managers. But it did need English-language editors, so Karen found a job with some urology journals, then three years ago moved to *Elsevier Food International*.

EFI was just 15 minutes from the couple’s home, in Zutphen, near the German border. “Plus it was a chance to return to writing, and I could just spend *hours* in a supermarket! My husband can’t believe I’m actually getting paid for this.”

While all memos, meetings and conversation at the company are in Dutch, *EFI*’s print edition and website are English. Karen draws on various news sources to make her site a daily must-read for food-industry decision-makers worldwide. “We’ve gotten page views up to 30,000 per month, from 4,000,” and ad sales also have jumped.

“My big push right now is moving people from print to online, trying to show supermarkets and their suppliers that they need to have a web presence and also advertise on the Web.”

Character Development

Karen says she was fortunate to have author Frank McCourt as her high school writing teacher, and then Dr. Roxanne Zimmer at CNR. “People may not think of a trade publication as an emotional piece of literature, but even in our world we get praise and protest over some of the things we cover.”

Along with communications, Karen also studied psychology at CNR. “At first I just figured it would help me with character development in my writing. Instead I fell in love with it.”

But after grad school at NYU, her first job in clinical psychology proved to be “stressful and disheartening – working with murderers, rapists, people who were seeing things that



“People may not think of a trade publication as an emotional piece of literature, but even in our world we get praise and protest over some of the things we cover.”

weren’t there. I was having all kinds of nightmares, breaking out in rashes.”

So Karen fled to Akzo, continued picking up computer skills, and during the late ’90s went on to manage huge consumer/retail databases at Madison Data Marketing and Trade Dimensions. That experience would help get her foot in the door at *EFI*, where lately she’s been whipping up a major series on supermarket design. “I’m completely fascinated by all of this.”

In a future where most food shopping is done online, Karen predicts supermarket visits will be more of a leisure-time luxury than a necessity – so stores will strive to offer an appealingly sensual experience, with restaurants, cooking classes and other amenities. One family-friendly feature she’s noted in stores across Europe is a children’s play area, to keep the kiddies busy while parents shop in peace.

With her own young family, Karen no longer has time for her former hobbies of skydiving and songwriting. One hobby she does still enjoy is photography, often taking her own shots on assignment. *EFI* has correspondents in the U.S., China and Australia, so most of Karen’s field trips criss-cross Europe – and she rarely returns without some Spanish or Turkish recipe she hopes to replicate at home.

“I’ve become completely spoiled being able to get real Italian cheeses,” she adds.

Italian supermarkets, in fact, often have an express wine-and-cheese section right out front. Unfortunately, she laughs, “You can’t do that here in the Netherlands, where it rains 360 days a year.” ■

MARIA MERCADER SAS’87

As a Foreign Desk producer at CBS News, Maria Mercader doesn’t get to chase Russian tanks or dodge Mideast mortar shells.

Her days are mostly spent in the CBS newsroom on West 57th St., seated just a few feet from anchor Katie Couric. But from her post, Maria’s job is to keep that big CBS eye open for any news that’s breaking around the globe – or that might be ready to erupt tomorrow.

“You have to know the past and think ahead in possibilities. I’m not just waiting for something to happen, but trying to keep the pulse, keep an eye on all kinds of news sources and tips.”

And when all heck does break loose,

it’s Maria’s job to hurdle the logistical challenges of global newsgathering, such as getting reporters in and footage out of regions wracked by war or natural disaster or getting the truth from cyclone-ravaged Myanmar, a dictatorship where anyone caught talking to the press risks death, or from the close-mouthed island of Aruba following the disappearance of American teen Natalee Holloway.

“Being resourceful is key,” says the Riverdale native, “although things are much easier now with all the new technology.”

Even when the story is in hand, getting it on the air can be tough. “The Evening News only has 22 minutes, and there’s a lot of competition for that time, especial-

ly in an election year.” Unless Angelina Jolie happens to be touring Africa, “there’s just more interest in domestic news.”

Story of Survival

Maria’s work might also appear on *The Early Show*, *60 Minutes* or *Sunday Morning* – where a 2004 feature on computer spam won her crew a Business News Emmy.

Pitching a story or simply providing the right pronunciation for a foreign name or city, Maria is “constantly interacting” with CBS’ star anchors and correspondents. Last spring she helped coordinate Couric’s reports from Iraq and Syria and also worked for years with Dan Rather.



While movie and TV-sitcom newsrooms may be filled with clueless prima donnas, everyone Maria has met on the job has been dedicated, professional “and really, really nice.”

“And I’ve seen the human side of people in this industry first-hand, through my own experience with cancer.”

It was 1996 when a routine checkup revealed an inoperable lung tumor called a thymoma. “I hadn’t had a sick day in nine years at CBS. So when the internist told me, I thought he must be crazy.”

More than two years of difficult chemo and hormone therapy followed, then a lung removal, breast cancer, more chemo and a mastectomy.

But through it all, “If I wasn’t at the hospital, I was at work. And the support I have received here has just been heart-

warming. I could never have stayed on the job without it.

“Knock on wood,” she adds, “there’s currently no evidence of disease. But I’m constantly vigilant.” And vigilance is what Maria urges, in speeches to fellow survivors and at cancer fund-raisers.

She also recently launched her own foundation, Opus Fund for the Cure (opusfund.org), to raise research dollars for pulmonary hypertension. It’s the disease that just this summer claimed her mother, Gladys, a longtime pianist with the American Ballet Theatre.

Hard News

CBS first hired Maria in 1987, as a page for *The Morning Program*, a short-lived chat-fest hosted by Mariette Hartley and Rolland Smith. “And I haven’t left the

building since,” she laughs.

Over those 21 years, Maria agrees, the Internet has become a challenging competitor for traditional TV news.

“Back when I started, something would happen like Jackie O dying or OJ being acquitted, and I would be calling friends to say, ‘You won’t believe what happened!’ But now they might already know as much as I do.”

Searching for a niche in this new-media world, Maria says *The Evening News* tried longer and softer pieces. “But we lost viewers that way, so we’ve gone back to more hard news. People still want the news of the day from their anchors. They still want to hear from an authority.”

Especially in a crisis such as 9/11 – certainly the most horrifying moments Maria has helped bring to the screen. “We didn’t go home for days. You’re working and working on something like that, and it doesn’t all sink in until afterward.”

Maria credits her lifelong interest in journalism to “the curiosity factor – I’ve always been curious about what makes people tick.” And “the best part of CNR,” she says, was the liberal arts education that fed this curiosity.

“I didn’t know then how valuable my CNR education would be, but it has been central to my success in this industry. You have to be a jack of all trades, know at least something about everything.”

Even on her day off, breaking news might bring the Manhattan resident in to the office, “just to watch all the feeds. Being in the newsroom when things are happening is such an adrenaline rush.” ■



“I didn’t know then how valuable my CNR education would be, but it has been central to my success in this industry. You have to be a jack of all trades, know at least something about everything.”



NEWS 24/7: BUT AT WHAT COST?

At one time, people across the nation sat at their kitchen tables to read daily newspapers or gathered the family around TV sets to watch trusted veteran newsmen like Walter Cronkite, Chet Huntley and David Brinkley provide the news of the day. Today, Americans can access the news anytime, anywhere from a plethora of news sources. Need the latest news? Tune in to a 24-hour cable channel. Not near a TV? Boot up the computer for Internet news. On the morning train? Simply pick up your cell or Blackberry.

In today's media environment, networks are coping with lost viewership and competition from the likes of FOX News, MSNBC and the pioneer of 24-hour news, CNN. Daily newspapers, struggling to survive, have instituted job cuts to offset declining advertising revenues. On September 9, the Associated Press reported that Gannett Company Inc., the parent company of the Westchester- and Rockland-based *Journal News*, was eliminating 100 management positions nationwide in addition to the 1,000 job cuts it reported a month earlier. Analysts say that television network news programs and daily newspapers must adapt to this changing environment in order to survive.

But what about media consumers, the readers and viewers of national and local news programs? What are they to do? Who are they to trust to provide them with a balanced and fair view of the day's major news stories?

To answer these questions, we asked several experts in the field – Dr. Amy Bass, Dr. Basilio Monteiro, Nora Sharkey Murphy, Elizabeth Bracken-Thompson SAS'74, GS'02 and Geoffrey Thompson – to assess how this changing environment has affected the way news is delivered and how the explosive growth in the journalism field has impacted the industry's chief responsibility to provide an objective version of news to the public.

BY JOHN JORDAN

DURING THE RECENT PRESIDENTIAL ELECTION, CAMPS FROM BOTH SIDES OF THE POLITICAL AISLE charged some media outlets with giving biased coverage that favored rival candidates. Cable news outlet MSNBC even replaced anchors Chris Matthews and Keith Olberman on its nightly political broadcast in response to mounting criticism of their political bias in favor of then Democratic Presidential nominee Senator Barack Obama.

Yet Amy Bass believes that journalism has never been unbiased. "I think that someone who voted for George W. Bush in both elections is not going to elect to see a Michael Moore documentary and expect to be happy at the end of it," she says. "And that's okay because I don't think journalism has ever been unbiased. If there is a problem, it is the lack of diversity in how people are getting their information."

Noting that it would take the average reader 22 hours to read the Sunday *New York Times* cover-to-cover, but just 30 minutes to watch the network evening news with commercials, she says there is a "gap in depth" in the news consumed by the average person.

"Because television is in your living room, on all the time and convenient, it becomes really, really influential. And since television is a passive way to get information, I think each consumer has a responsibility to work at it a little bit," says Bass. "I don't know that American audiences are doing that. Look at the number of Americans, for example, who still believe that Saddam Hussein had WMDs, regardless of the amount of information out there saying that he did not. There is a lot of laziness and 'sheep watching' going on." And, she adds, a lot of "pack journalism."

24-Hour News

One of the problems with 24-hour news coverage, Bass believes, is that "there has to be something on all the time, so if it rains hard in Florida, it becomes 'Catastrophe 2008.'"

Yet, contends Nora Murphy, "To say there are not benefits would be unfair," noting that journalists have shined under pressure in instances where people need to get information quickly, such as during the attacks on the World Trade

Center on 9/11. Rather than having to wait for the next morning's newspaper or even the regularly scheduled newscast, the nation was able to access the latest on the tragic events as they happened.

"The flip of that is that in order to keep people's interest and to report quickly, you sometimes have sloppiness," she says. The mainstream media also does not view publications such as the *Enquirer*, Internet sites or blogs as viable news outlets, explains Murphy, and as a result, they discounted reports first published last year by the *National Enquirer* on the alleged affair by U.S. Senator Edwards until someone from the networks decided to ask some questions of the senator.

Basilio Monteiro agrees that the advent of 24-hour news has brought about significant change in news coverage, and unfortunately he feels more bad than good.

"We have become desensitized to the news, and as a result there is a lost sense of urgency or reaction to the news that takes place." Another problem is the rebroadcast of the same story over and over again. In the case of constant rebroadcast of a violent crime, for example, viewers may get a false impression that their city is not safe.

In some cases, rather than repeat news stories to fill the 24-hour format and risk losing viewers, many networks, including CNN, have filled time slots with commentators, says Geoffrey Thompson, and these shows continue to draw large audiences today. "But as those shows multiplied, everybody was trying to top everyone else in a ratings war, with the result being programs that became more and more outrageous, sometimes degenerating into shouting matches between experts."

The Entertainment Factor

As 24-hour news outlets have grown, says Monteiro, the competition for viewers or listeners has also resulted in watered-down news. Media executives grapple with the question of how to keep people engaged, and "As a result news has become a form of entertainment," he says.

Murphy sees the "news as entertainment" issue as perhaps the most troubling trend taking place in major media

"Whether it is a newspaper, a television outlet, a radio station or one of the wire services like the Associated Press, they have to make money. So they very often create stories or report stories in ways that will sell rather than merely inform."

outlets today.

"I think the (corporate) bottom line is getting increasingly more important. If you read *Editor and Publisher* (a newspaper trade magazine) regularly, there are more and more newspapers going under. They are fighting for their lives, and sometimes when you are fighting for your life you do things you might not otherwise do.

"Whether it is a newspaper, a television outlet, a radio station or one of the wire services like the Associated Press, they have to make money. So they very often create stories or report stories in ways that will sell rather than merely inform," Murphy charges.

"The business component tends to influence the choice of the stories," agrees Monteiro. While some readers or viewers say they are sick and tired of stories about Britney Spears, marketing studies and ratings surveys indicate that these types of entertainment-oriented stories are very popular. Yet, Monteiro counters, because the public has grown tired of coverage of the Iraq War and "psychologically tune it out," the media has reduced its coverage of the war in Iraq and airs very little of late on the "full fledged war" taking place in Afghanistan.

Elizabeth Bracken-Thompson agrees that because of this "sea change" occurring in the industry, "traditional journalism has become very competitive, and conventional print and broadcast news outlets now tend to cover the sensationalistic story or even those stories that in years past may not have been deemed newsworthy at all."

The cover stories that will grab the attention of the most viewers or readers,

(continued on page 12)

says Bass, are, in many cases, the sensationalistic crime stories. And while there are instances where media coverage of a high profile missing child case will bring a beneficial result, she contends that when similar coverage is not extended to the hundreds of other missing child cases, there is a problem. "The same goes for the extensive coverage of urban

Citing the media coverage of the assassination of President John F. Kennedy in 1963, says Bracken-Thompson, "We waited and waited until we had more information, and journalists were honest in their coverage. Whereas today in the same situation, I can't even imagine the number of competing news media out there coming up with false reports and misleading information in the hope of getting the story first."

crime. Such coverage is fine, but it should not prevent the publication of news of other worthwhile events taking place in urban centers."

Instant Access

Among the strengths of journalism today is the near instantaneous access to news either on conventional broadcast, cable or the Internet, Bass notes, including the fact that someone can "Google" a subject and immediately get information. However, she warns, media consumers "need to be discriminating" about the websites or media outlets they use. "You need to really think about who is giving you the information. I'm not sure we're savvy about doing that as a whole."

Bass cites *The Daily Show with Jon Stewart* as an example. "I don't think you can ever dismiss the comedic effect in terms of contributing to the general body of knowledge. I think Jon Stewart is just about as legitimate a place to look for what is going on as any other outlet. But again, you just need to know where he is coming from," she says, noting that it was Stewart who coined his show's coverage of the Bush-Gore campaign as "Indecision 2000," and turned out to be correct when election night failed to produce a clear-cut winner.

According to Murphy, another troubling trend, due perhaps to the pressures of intense competition, is a rush to get the story out first without verifying the facts – especially true of online blogs. "You've read blogs, and I've read blogs. You can get anything on a story in the first 20 minutes after the event. Then an hour-and-a-half later you discover that half of it wasn't true, but it is still out there."

This new trend has also led mainstream media to risk providing inaccurate information in order to beat their competition. Citing the media coverage of the assassination of President John F. Kennedy in 1963, says Bracken-Thompson, "We waited and waited until we had more information, and journalists were honest in their coverage. Whereas today in the same situation, I can't even imagine the number of competing news media out there coming up with false reports and misleading information in the hope of getting the story first."

Geoffrey Thompson, like his wife and business partner, is concerned about the state of journalism today, believing that journalism "is under siege in ways that no one even 20 years ago ever envisioned it could be."

It's due in large part to the power of the Internet and the growth in news blog sites that there is now a debate in academia as to "Who is a journalist?" or what background a person should have to be labeled a journalist, points out Monteiro. "Unfortunately, with blogging everybody is a journalist. Anyone with access to a computer can type something in and become a journalist."

"I don't even consider unsigned blogs and blogs from those with little or no credibility as journalism," says Murphy. While blogs from mainstream reporters are interesting, these blogs should also come with a caveat that they include the author's opinions on a particular issue or news event, she warns.

And since in some cases these new nontraditional information sources are not saddled with the "journalism standards" by which other mainstream outlets are governed, Bracken-Thompson contends that "we will look back at this time 30 years from now and say, 'Wow, this was a very difficult time for journalists.'"

Opportunities and Pitfalls for the Media

"This is a watershed moment in time for journalism as we know it in our lifetime," says Bracken-Thompson. A key reason is the exploration of new media by journalists attempting to discover the best means to efficiently communicate news.

"Because many daily newspapers," she says, "including some of the nation's best newspapers, are losing money, they are now forced to make changes in an attempt to figure out how to communicate the news in a nontraditional way to keep pace with their competition." This has led to huge expansions in newspaper websites, which gives traditional print newspapers the ability to immediately communicate the news, including more extensive coverage of a story or issue and inviting more reader feedback.

The intense growth of divergent media outlets has also weakened the stranglehold by major networks and a few national newspapers on what news is covered. "By





Journalists have shined under pressure in instances where people need to get information quickly, such as during the attacks on the World Trade Center on 9/11. Rather than having to wait for the next morning's newspaper or even the regularly scheduled newscast, the nation was able to access the latest on the tragic events as they happened.

bringing in additional news sources, the mainstream media does not control the agenda the way they used to," says Thompson. "And that's a good thing."

Despite some concerns about how the major issues affect broadcast, print and online journalism, all those interviewed were confident that the industry will continue, for the most part, to responsibly provide the nation with the news and information it needs on a day-to-day basis.

"Though there are business pressures on newsroom operations, reporters are doing their jobs," says Murphy. "There is still great evidence of investigative reporting – people who go out on the streets who cover stories and are accurate about it, who can go through the maze of whether it is city government, state government or national government and find the issues and the information the public needs to make sound decisions. Journalism is certainly important to us as a society. Are there things that have to be worked out? Yes. I think there has to be another look at what constitutes information that people want and should have in order to make informed decisions."

Bracken-Thompson believes that while

in years to come the means, methods of news-gathering and sources for the public to obtain news may change, "I trust in our system of journalism and believe it will remain intact. It may be communicated to the general public in a different way than we've known before, but I do have faith in it as one of the key tenets of what our country was founded upon."

Thompson, an admitted "news junkie," points to the investigative work done by the reporters at *The New York Times* and more locally the stories uncovered recently by *The Journal News* on the alleged wasteful practices of county government as examples of journalists performing their role in society – to keep government on its toes.

Monteiro is also bullish on the future of journalism and hopes that today's journalists realize they have a "higher calling." He tells his students that "journalists have to see themselves as missionaries – someone who has taken a profession or vocation to change society for the better. They have to be conscious of the fact that they are in the business of promoting the common good." ■

OUR EXPERTS

■ **DR. AMY BASS** is an Associate Professor of History and Director of the SAS Honors Program at CNR. Bass, an accomplished author, has also served as research supervisor for NBC Olympic units at the Atlanta, Sydney, Salt Lake, Athens and Torino Olympic Games and worked out of NBC facilities in New York for the recently concluded Olympic Summer Games in Beijing.

■ **DR. BASILIO MONTEIRO**, a Vincentian Research Fellow, is an Adjunct Professor of Communication in the Graduate School at CNR and an Assistant Professor in the Division of Mass Communication, Journalism, TV and Film at St. John's University College of Professional Studies.

■ **NORA SHARKEY MURPHY** is an Adjunct Professor of Communication in the Graduate School at CNR. Murphy, an author, public relations consultant and host of "Nora's Neighbors," a weekly radio program on WVOX-FM in New Rochelle, served as Director of Communications for the Schools of the Archdiocese of New York from 1981 to 2006.

■ Media relations and marketing veteran **ELIZABETH BRACKEN-THOMPSON** SAS'74, GS'02, who is a partner with Thompson & Bender, an advertising and public relations agency based in Briarcliff Manor, since 1990, also served as VP of Marketing for Gannett Suburban Newspapers.

■ **GEOFFREY THOMPSON**, a partner with Thompson & Bender, was a reporter and editor for Gannett Suburban Newspapers.

He Said, She Said:



Doing Gender in the 21st Century

BY TERI KWAL GAMBLE, PH.D.

Does gender still play a role in our lives? Hillary Clinton and Sarah Palin would likely answer that question with a resounding "Yes!" There are some who believe that Clinton lost to Barack Obama in the bid to be the Democratic Party's candidate for President because sexism proved to be an even stronger force than racism. Others do not accept this as a valid reason. Some believe that John McCain selected Sarah Palin as his running mate out of a desire to capitalize on the anger felt by Hillary Clinton's former supporters. Others do not accept this as the rationale. Do you believe that gender was a factor, and if so, what role does gender play in your life?

In my mind, once you got married you were a team, and that meant you shared everything: shopping, cooking, cleaning, wage earning and bank accounts.

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Think about the implications your gender has for the choices you make and for the assumptions others make about you. How do the attitudes that prevailed about gender in the past compare with the attitudes at work today? What does it really mean “to do gender” in the 21st century, and how are gender and communications connected?

From a conference room to your bedroom, from a classroom to your living room, from the sports field to the farm field, from health care to child-care, the connection between gender and communication makes itself felt. A social creation, and continually evolving, gender is both relational and dynamic. Though we have the power to transform it, it has proven to be a very slippery concept, built into our social structures and personal interactions and influencing the daily realities we face.

How we think about gender is another matter. It can be limiting or limitless, constraining or liberating. We incorporate views about gender into our identity and self-concept, enacting verbal and nonverbal gendered expression styles and revealing what we believe is “normal” for a member of our sex. Of course, over time the issues of concern change and for most of us, so does what we consider “normal.” Certainly, over the course of our lives we have witnessed many gender “firsts.” Men now are expected to take larger roles in child-care, while women are more active in business, politics and sports. The Internet and the workplace have become more female-friendly. Men and women have become co-producers of knowledge and entertainment. Yet, while there are many ways to be a man and a woman, they are not interchangeable, because

gender still influences our personal, social and professional lives — with some spheres fostering more of a masculine and others more of a feminine culture — at least to some extent.

On the following pages, my husband, Michael, and I (both of the Baby Boomer Generation) share some of our thoughts regarding our practice of gender, some taken from our book, *The Gender Communication Connection*. As you read Michael’s and my answers to the questions we pose, ask yourself how your responses might differ from ours and why.

What gendered notions do you accept or reject?

Teri: I have never accepted the notion that a woman’s place is in the home. Even though while I was growing up, my own mother never worked outside the home and was always there when I came home after school, I always knew that I wanted to work full-time when I married and had children. When our son, Matthew, was born, I involuntarily took a year off from work while Michael continued to work. When our second child,

Lindsay, was born, however, I took only eight weeks off, hired a nanny, and returned to my full-time job teaching at CNR.

I have never accepted the idea that the female had to be responsible for “indoor chores” like grocery shopping, cooking and cleaning, or that the male had to be responsible for “outdoor chores” like raking and mowing, as well as primary wage earning. I cringed when female friends remarked that they never wanted to earn more than their husbands earned. In my mind, once you got married you were a team, and that meant you shared everything: shopping, cooking, cleaning, wage earning and bank accounts. I believed a husband and wife should be co-dependents. I did not believe that a wife should be dependent on her husband.

Today I firmly believe that a woman should assert her equality, but many years ago, I did choose to decline a scholarship to the University of Pennsylvania so that my husband and I could attend New York University together. At the

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He Said, She Said

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time, I was not fully prepared to demonstrate my independence. Today, I would.

Michael: I remember the day Teri told me that she would never iron my shirts. We were married about one week. I came home from work and there was Teri standing over an ironing board, iron in hand, crying, “This is not what I’m supposed to do. I don’t care if my mother did it for my father and your mother did it for your father — from now on, iron your own shirts!” So we found a good laundry.

I don’t believe that I have ever felt pressured to internalize prevailing social views of gender. I don’t believe that Teri is defined by her relationship to me. Rather, I believe she has an individual identity, as I do. I do believe that too often women are discriminated against because of their sex. When Teri was pregnant with our first child, we were both working for different branches of a university in New York City. The university found itself in the midst of a budget crisis compelling it to “retrench” (fire) professors. Teri was retrenched out of order because she was pregnant, and they believed that she would stop working anyway. That outraged me. We hired an attorney, filed a grievance and won.

I always challenged the notion of the

man as primary income producer. Family life is important to me, too. When our kids were growing up, we were “soccer mom” and “soccer dad,” and our daughter was the committed athlete, not our son.

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How does gender influence behavior attribution and the display/reading of nonverbal cues?

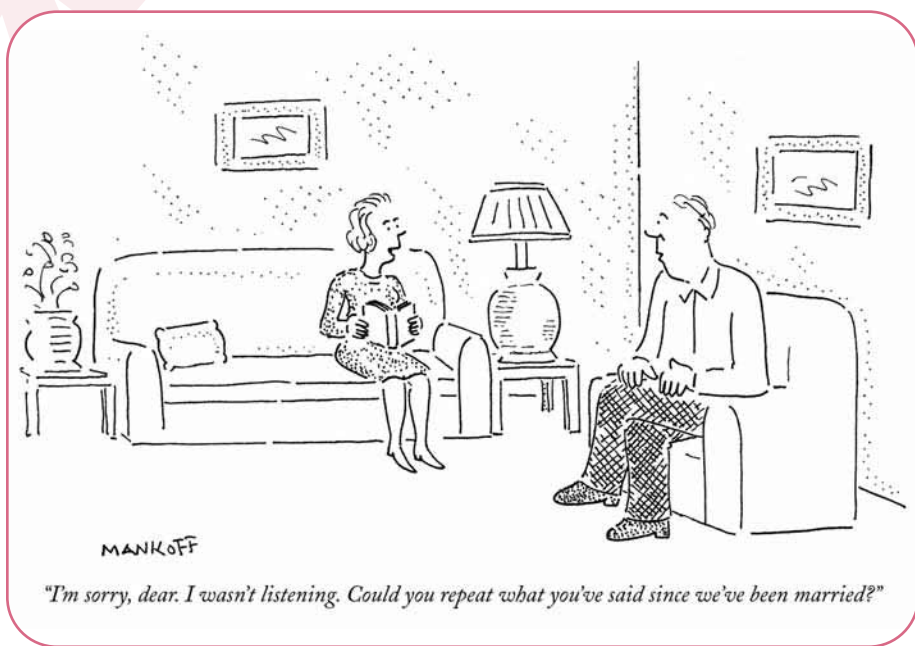
Teri: One day, a few years ago, Michael and I went to a popular restaurant to celebrate our anniversary. While we were having a pre-dinner drink, we noticed another couple seated at a table in a corner of the restaurant, also sipping drinks. Michael and I have made a hobby of observing people, so we decided that before ordering dinner, we’d spend a few moments discretely observing the couple’s communication in order to discover the event in their lives that had brought them to dinner. We dubbed them Jane and John Doe.

Jane’s drink was untouched. She sat

forward in her chair, eyes cast downward, lips forming a half-smile. As she spoke to John, one foot, which was crossed tightly behind her other foot, tapped rhythmically, as if signaling her impatience. Her back seemed to stiffen as she leaned across the table. Jane pointed a finger at John, then quickly withdrew it and started tapping the table with it. Suddenly, the tapping ceased. She sat straight in her chair, closed her lips tightly together as if biting them to prevent saying something she didn’t want to say, and turned her head toward the wall avoiding John’s eyes. Then, all at once, she turned toward John, rose from the table and walked quickly from the dining hall. John did not follow her exit with his eyes. This did not appear to me to be a typical celebration. Perhaps, it was a difficult business meeting or negotiation.

Michael: John’s face was impassive, almost expressionless. He leaned back in his chair — slightly withdrawn from the table — with his arms crossed, and shook his head from side to side, closing his eyes as if mulling over a proposal. Then he sipped his drink, grimaced slightly, uncrossed his arms and legs, placed his hand under his chin and stared directly at Jane who averted her gaze. As John began speaking, his eyes narrowed and his neck tightened. Jane suddenly rose, looked directly at him and walked away from the table. Without reacting to her departure, John reached into his jacket pocket, unfolded papers, moved Jane’s plate out of the way and placed the papers on the table. He sat back, re-crossed his arms and waited for her to return.

Teri: Jane reentered the dining room and walked slowly to her table. Before sitting down, she looked intently at the papers now lying where her plate had been. Her face flushed red, her eyes became watery,



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and without saying a word, or making a sound, she turned the papers toward John and slowly sat back down, looking about the saddest I have ever seen anyone look.

Michael: John sat looking smug as Jane approached the table. His eyes searched her face as she looked at the papers. When she turned them back toward him, I think I saw him smile. As Jane took her seat, John signaled the waiter and rose to place the papers back in his jacket. As he refolded the papers, I could read the word DIVORCE. Jane and John were negotiating their divorce and doing it in a place where they would not yell at each other. Their body language told the story.

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How have our expectations for gender changed through the years? Is it possible to re-examine experience objectively, reassess original perceptions, date them and develop new ones?

Teri: I've often thought about the sex-typical and sex-atypical behaviors in which I engage. While I am overly emotional, I don't sew well, and I don't care about cooking. On the other hand, I do enjoy a good argument, and I love to be the center of attention.

I have changed the way I think women ought to act when in the company of men. I used to think that the most effective women were submissive when conversing with men. To me, they would appear to listen patiently to what men had to say, gaze at them with interest, talk less than they did and with their smiles silently applaud what they were being told. It seemed to me that women waited patiently to get a turn to speak — a turn that sometimes never came. That was the prevailing model when I was growing up, and one I thought that I, too, would have to follow. I'm happy to

report that I was wrong.

There is no one set way men and women have to speak or behave. I no longer believe I have to wait for a man to yield me the floor, but neither do I think that I have to become like a man to command the floor.

Michael: Growing up in the South, I developed a number of stereotypes of what northern women were like. I thought they would be louder and more outspoken than southern women, less fickle, more assertive, less sentimental, less concerned with family and more concerned with career.

Did my expectations influence my perceptions? Initially, they did. But, over time, I discovered that northern and southern women weren't that different at all. They just had different styles.

When I was younger, I had expected women to be supportive and respond to my needs. Today, I believe we have to support and respond to each other's needs. Competing and succeeding in work and home life is important to both of us.

I no longer believe that I have to wait for a man to yield me the floor, but neither do I think that I have to become like a man to command the floor.



"Jason, I'd like to let you play, but soccer is a girls' game."

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How have our views of friendship evolved?

Teri: Currently, there is a greater possibility of having friends of the opposite sex than existed in generations past. Today's high school and college students go out in groups. When I was growing up most of my friends were females. When my female friends and I went out with guys, we went alone or on double dates. We rarely went out to a movie or dinner in non-coupled groups. While I had the occasional male friend, he was "the exception," and I never had quite the same relationship with him as I would with my female friends.

With my female friends, I shared highs and lows, successes and disappointments. There was no personal or family problem we couldn't or wouldn't discuss. We'd talk about fashion, school, health, relationships, books, movies or TV shows. We were each other's sounding boards and problem solvers.

One memory remains with me to this day. One of my friends had to choose between keeping an appointment to go shopping with me or go out with this guy she had been hoping would ask her out. She chose him. I learned that our friendship took second place to her relationship with him. I've not heard of that

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He Said, She Said

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kind of thing occurring between my daughter and her friends.

Michael: When I was in high school and college in the Midwest, the guys would hang out together at the Hide-Ho drive-in restaurant where we'd meet to decide what to do. We'd spend an inordinate amount of time driving up and down the main street of town. We'd talk about girls, who was dating whom and who wanted to go out with whom. A number of my friends worked on cars, so we'd also spend quite a bit of time talking about the latest in automobiles. There weren't any girls that were part of our regular group. Guys came and went from the group.

Several of my friends were interested in electronics. In those days, electronics meant short-wave radio rigs. Sometimes we would go late into the evening talking to people around the world by radio. Today that would be done online.

There was always a football or basketball game that needed players. And invariably we'd find our way to the local field or court where we'd share in a game.

Things sure seemed different for my son when he was growing up. He'd spend almost equal amounts of time with guys and with mixed-sex groups. They'd play tennis, pool and just generally hang around. I'd say today, Matt has as many female friends as male friends. And Lindsay's best friend is a guy she went to high school with, even though she is in a serious relationship with another man.

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When thinking about your education, what were the teaching styles and learning experiences you most enjoyed?

Michael: My memories of the midwest high school I attended include images of girls in starched dresses and petticoats, and guys filling elective math and science classes while girls enrolled in home economics and business skills classes such as typing and shorthand. In fact, I recall wanting to take a course in short-



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hand in order to improve my note-taking skills, but being told by my advisor that it was not something boys did. Our advisors saw to it that girls and boys lived up to the prevailing stereotype for course preferences.

On the other hand, most of the girls in my senior class did go on to attend college. At the time, I remember thinking that with more women attending college, their place in society would have to change because they would no longer be content to play the role of homemaker or secretary. I am more aware now of the uniqueness of both my mother and mother-in-law, each of whom not only graduated from college but also went on to attain master's degrees in an era when few expected women to move much beyond high school. I wonder if more women would have followed the route these two women chose if in the high school and college textbooks of the day, space had been devoted to women's contributions in various subject areas. I ask myself if more women would have perceived themselves as able to succeed and affect the course of events if they had

read about female role models who had impacted our lives.

Teri: I went to the Bronx High School of Science in New York City. Probably because of this school's emphasis on math and science, when I attended it had many more men than women. I often wondered why I was admitted to this special school because I didn't think I excelled in either science or math. Sad to say, even when compelled to take a curriculum rich in math and science courses, I found myself concentrating on English, drama and history rather than on subjects which, at the time, I viewed to be more the domain of males.

To the extent that I was able, I made myself invisible in science and math classes and silently observed the males compete with each other in an effort to outperform one another. I still wonder if the reason I acted that way was because of the prevalence of males and dearth of females in my classes. The more I saw the males achieve, the less I expected to be able to match their achievements. I don't believe I would approach my high

I ask myself if more women would have perceived themselves as able to succeed and affect the course of events if they had read about female role models who had impacted our lives.

school years the same way if I had the chance to repeat them. While still valuing collaboration, I would also be more competitive today, and more eager to prove myself equally capable.

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What themes guided communication in your family? Were they supportive of or at odds with the implicit and explicit sex and gender messages family members sent?

Teri: One of the guiding themes of the Gamble family is “Take on more than you can handle. Then handle it.” Each member of our family has personal responsibilities, a variety of outside interests, and an array of projects that must be completed by designated deadlines.

For example, Matthew is now completing a post-doctoral Fellowship in molecular biology/biochemistry at Cornell, works more than full-time in his research lab, is involved in writing and publishing research papers and attending and presenting at conferences.

Our daughter Lindsay has her MBA, teaches part-time and is a marketing executive for a real estate company. She also is training to run the NYC marathon after having four different knee surgeries — a result of her college soccer career.

I can't help thinking that our kids

bought into our family theme as a result of watching Michael and me in action. In addition to being full-time college professors and the authors of a number of books, we also serve as communication consultants and participate actively in the life of each of our colleges. We have encouraged both of our children to pursue their interests, and we like to think that their persistence and resilience are a testament to how they have taken our family's theme to heart.

Michael: I believe that a key theme of our family is “Yes I can” is more important than I.Q.” We have always adhered to the premise: *Think you can, think you can't, either way you are right.* To that

end, we enact and encourage our children to enact self-fulfilling prophecies that allow each of us to continually reach higher.

Neither Teri nor I are geniuses. We are hard workers who believe in our abilities to accomplish what we set out to accomplish. Our children are not geniuses. However, they learned that the higher they reached, the more they were stretched. And they reach and stretch themselves to this day.

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Lily Tomlin once said, “If I had known what it would be like to have it all, maybe I would have settled for less.” Not the Gambles!

Communications standpoint theory tells us that we should seek to understand how the conditions surrounding men's and women's lives differ from each other. Indeed, there are multiple truths to be gleaned as we come to appreciate how the vantage points of men and women influence their communication and views of the world. I hope that in reading Michael's and my thoughts on the role gender plays in our lives, you will be encouraged to explore why and how you “do gender” in your own.

Teri Kwal Gamble is a Professor of Communication Studies in the CNR Graduate School. Michael Gamble is an adjunct professor in the CNR Graduate School. Both Gambles received their doctorates from New York University. Together, they have written over ten books including, Communication Works, Sales Scripts that Sell and The Gender Communication Connection.



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\$peaking “Her” Language

DELIA PASSI SAS’81 SHARES HER SALES INSIGHTS By Gary Rockfield

When it comes to shopping, women are from Nordstrom, men are from Kwik-E-Mart.

Men, says consumer behavior expert Delia Passi, are basically interested in just two things: Do you have the item, and how quickly can I get it?

Women, on the other hand, need more eye contact, empathy and explanation before they buy. “It’s a lot about establishing relationships, and companies need to be attuned to these differences.”

But while women make more than 80 percent of the retail purchases rung up around the country, Delia says American

business is sadly unattuned to female needs – losing potential sales and alienating customers as a result.

“So much of this is just common sense, but it’s not common practice.”

An SAS grad, Delia bills herself as “the nation’s leading expert on selling to women.” She has built a busy Hollywood, Florida-based consultancy – Medelia Inc. – that coaches companies and individual businesspeople on how to speak the female consumer’s language.

“Male customers want to get right to the point, while women use a lot more adjectives, tell more stories, take a more

circular route.” The salesman can’t just patiently nod at the right times, but must truly listen to what she is saying.

Women, Delia says, typically take 40 percent longer to make a decision. And they’ll gather more references, more recommendations before finally making that choice. “Look at them around the dressing rooms in a clothing store – they’ll even ask total strangers, ‘What do you think? How does this look?’ Guys just don’t do that.”

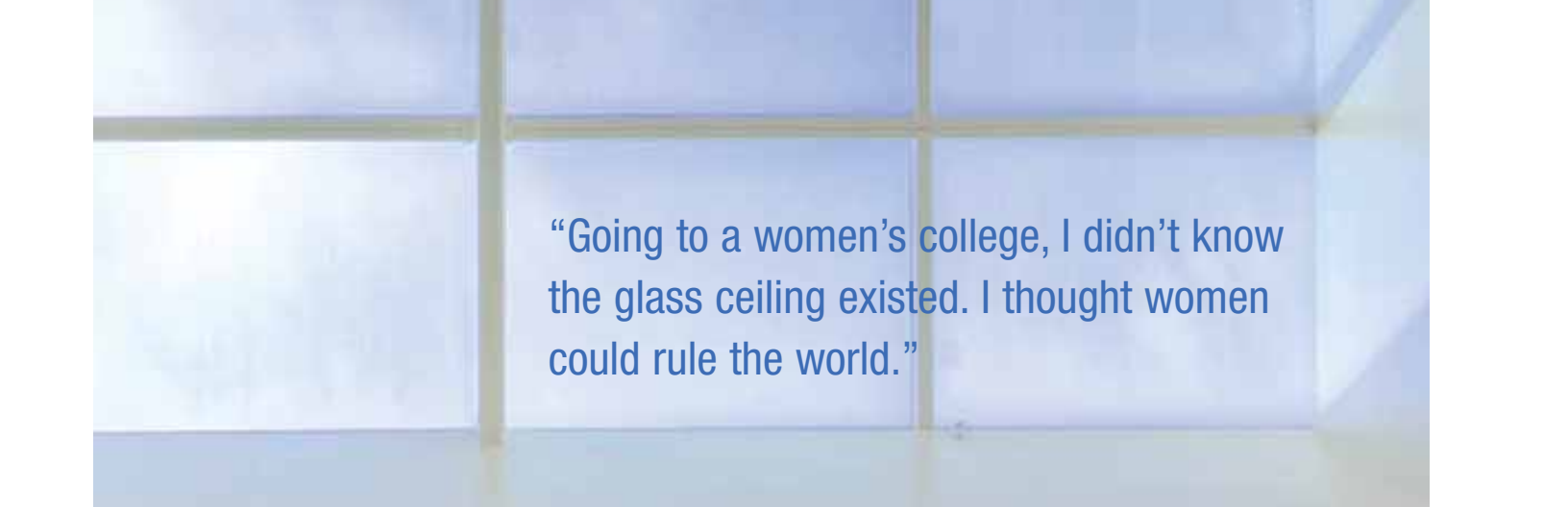
Medelia clients include Fortune 500 giants such as Wachovia, Microsoft, Chrysler and even Harley-Davidson. “You know who needs it most? Very male-dominated industries such as financial, cars and high-tech. They’re just not as good with women as they should be.”

The Lucky Seven

“Ask a salesperson how many points of contact it takes to sell a man, and he’ll say two or three. You gather information, present a solution and close the deal.”

But when selling to women, Delia says the process must expand to seven distinct stages:

- 1) Build rapport:** The customer will be asking, “Do I like this salesperson? Does he share my values?” So it’s important to be open and friendly.
- 2) Gather information:** A woman will discuss her needs and situation in much more length and detail than a man. Listen carefully and patiently – and don’t interrupt!
- 3) Repeat and recap** what the customer has told you, to show you’ve been paying attention throughout Step 2. This is a crucial extra step, the moment when you give her the sense that you truly “get it.”
- 4) Share your knowledge** about the product or service. Women do want a lot of information, and don’t want to feel stupid when buying something.
- 5) Fill the need.** Females will be more likely to explain why they need your product, so show you are listening by detailing how the product directly meets that need. If you’re selling insurance, generalities about “safety” or “security” won’t be enough – you must illustrate precisely how it will protect this particular client and her family.



“Going to a women’s college, I didn’t know the glass ceiling existed. I thought women could rule the world.”

- 6) **Don’t just “close the sale”** but “come to an agreement,” in a cooperative two-sided manner.
- 7) **Don’t disappoint.** The end of the sale is just the start of the relationship. It’s expensive to go out and get new customers, so follow up to make sure your current customers are satisfied.

Delia calls this last step a “commitment strategy,” and adds that female customers in general “love to hear ‘the C-Word.’ Let them know that you are committed to their service and satisfaction.”

Hunters and Gatherers

Aware that her observations might be seen as stereotyping, Delia emphasizes that “everyone is a combination of feminine and masculine traits – everyone. It’s just a matter of where you fall along the continuum.

“Some men prefer the softer side of the sales process. Some women who are in business, for example, and are short on time may prefer the direct approach. But I’m talking about the American woman in general.”

And one thing women generally want is a lot more options. “Say you need a white shirt. Men will walk in to the mall, make a choice and be out in five minutes. Women will spend three hours going through the entire mall, looking for the perfect white shirt.”

Much as in olden times, men are still hunters and women are gatherers. Or as Delia often simply puts it, “Men buy, women shop.”

And one shopping trip women especially dread is the auto showroom. “Eight out of ten will not even shop for a car by themselves but will bring a

spouse or a male friend. And what generally happens is that the salesman focuses most of his eye contact, attention and questions on the male. They need to realize that even if the man is buying the car for himself, he’s not going to make the choice without the female’s OK.”

Then there are the cavernous electronics stores, where the help is mostly young, male and techy. “They haven’t learned that women want more options, more information, more explanations. Thank God for the Internet, which is letting women do more research before they walk into a store.

“One problem big-box retailers have is that if it looks and feels like a warehouse, it turns women off. At someplace like Costco you’ll be familiar with the items, but walking into a Home Depot you are in foreign territory. Ideally you want a lot of sales help, to greet you warmly and walk you through the entire process. But that can be costly.”

Best Buy has successfully launched a group of “Jill” stores designed to be more female-friendly, Delia notes, and she hopes her work will spur other companies toward greater awareness.

“At Medelia we’re doing two things: helping salespeople succeed, and making a better place for women to shop. And if you meet the needs of women, you’ll be exceeding the needs of men, so they’ll be happy, too.”

But could her tips be cynically used to manipulate the female shopper? “To do it right, you sincerely have to care. If you’re not sincere, she will see right through you.”

‘I KNEW I WAS ON TO SOMETHING’

“Going to a women’s college,” recalls Delia Passi, “I didn’t know the glass ceiling existed. I thought women could rule the world.”

And heading off to Xerox with her psychology/business degree, Delia indeed quickly became one of the company’s top Northeast salespeople. But when she left to form her own publishing group, the revenue didn’t flow quite so freely.

“My copier customers mostly had been men, and now with my female-oriented magazines I was trying to sell ad space to women. So I learned very quickly I had to change or fail. I had to think long and hard about the sales process, and when I saw sales improve, I knew I was on to something.”

She also was on to the eventual idea for her Medelia Inc. consulting firm, which she opened in South Florida in 2001 after selling off her own magazine group and serving as publisher for *Working Women* and *Working Mothers*.

“I actually started out doing a lot of sales training for women, but then men started saying, ‘We need this information.’” If you’d like more info, go to www.medelia.com.

Married with three children, the Aventura, FL, resident is the author of *Winning the Toughest Customer: The Essential Guide to Selling to Women*, and regularly posts her advice on ebrandmarketing.com.

CNR Celebrates Gift of Mary Ellen Donnelly Critchlow Endowed Chair in English

"Today we honor Mary Ellen, particularly for her love of the written word revealed through her work as a teacher and her advanced studies in literature. The Mary Ellen Donnelly Critchlow SAS'69 Endowed Chair in English will serve as yet another reminder of her great influence in so many areas and on so many of us."

With these words, Lillian Brennan Carney SAS'69 celebrated the life and enriched the legacy of her dear friend Mary Ellen Donnelly Critchlow, who passed away in 2001. During an event in June 2008 to mark the gift from Lillian and her husband Patrick to the School of Arts & Sciences of the first Endowed Chair in English in Mary Ellen's name, family, friends and members of the CNR Community gathered first in the Chapel and then at a luncheon in the Castle Parlors to share memories and celebrate the life of a woman who embodied the literary spirit.

Describing her as "a wife, mother, daughter, neighbor, friend, student, critic, stock investor and Brooklyn Heights Ambassador," Lillian remembered her former roommate's love of literature, particularly for the works of James Joyce and George Bernard Shaw. "She labored over her readings and analysis assignments. She loved her English Lit studies with an all-consuming passion."

Thanking the Carneys for their generous gift, Dr. Richard Thompson, SAS Dean, said, "I did not have the opportunity to know Mary Ellen, but through today's event, I have come to realize that she represented all that we hope for in each of our English majors, in each of our students who is touched by the offerings of the English Department."

Plans are underway to bring an established scholar and outstanding teacher to this inaugural position, an appointment anticipated by spring 2009. "Whomever it will be," said Dr. Thompson, "the individual will bring honor to the School of Arts & Sciences, to the College, and most importantly, to the memory of the extraordinary woman for whom it is named."

— Irene Villaverde



Mary Ellen's former classmates were also in attendance, including Claire Colangelo Manto, Faith Ritchie and Marge Mount Lynn.



Ellen Curry Damato, Executive VP at CNR, Lillian Brennan Carney SAS'69 and Chuck Critchlow, Mary Ellen Donnelly Critchlow's husband.



Latin American Biennial Exhibit on View

This fall, the Gordon Parks Gallery at the SNR John Cardinal O'Connor Campus in the South Bronx presented Bienal De Arte Latino Americano Del Bronx 2008. The Bronx Latin American Biennial is part of the Hispanic Bronx Festival, a collaborative partnership with community education, health and cultural organizations to promote art as a common language. The Festival's goal is to assist in developing an international network of artists by providing opportunities for exhibiting their works.



College Community Comes Together for *Fitness for Life! Day 2008*

On September 18, 2008, the sun shone and the rain that had plagued us the day before was gone, as I and nearly 130 students, faculty and staff of the College came together for the 1st annual CNR Fun Run and Walk. The one-mile run/walk was the kick-off event for CNR's *Fitness for Life! Day 2008*. At 8:30 am, we gathered on Maura Lawn for a brisk pre-run/ walk warm-up supervised by Director of Wellness Education and Programs Adrienne Wald. After the warm-up, we walked

together to the starting line. Students from Campus Ministry said a prayer and CNR President Stephen Sweeny offered words of encouragement to all participants and joked that there was to be no tripping of our competitors on the course! Some ran the one-mile course around the CNR campus and others walked – some even brought their dogs! Times were clocked at the finish line before we made our way back to Maura Lawn to congratulate each other for a job well done and to enjoy a healthy snack of apples, granola bars and water.

Following the run/walk, we were invited over to the Wellness Center for fitness testing, including muscle strength testing, flexibility testing and waist circumference measurements. As the nation's waistlines are increasing and obesity is becoming an everyday issue, the event gave the College

Community a chance to see our personal fitness levels and contemplate ongoing fitness needs and goals. In addition to testing, there were organized workshops with professionals on hand to give out advice about diet, exercise and wellness.

Fitness for Life! Day 2008, planned in celebration of CNR's new Wellness Center, was a wonderful and healthy way to promote the physical activities and fitness habits needed for all to live full, active and healthy lives.

– Andrea Fagon

Top left: Pat Rosenkranz Levins SAS'78, Corporate Relations Officer, and Miyada Musharbash, Assistant Director of Alumnae/i Relations, walked the one-mile course.

Middle: The runners and walkers start the race.

Right: Adrienne Wald, Director of Wellness Education & Programs, who coordinated the event, offers direction.

SAS student Olga Miedzybrodzka races to the finish.

WELLNESS CENTER NAMED BEST SPORTS FACILITY PROJECT

The Wellness Center has been named "Best Sports Facility Project" by *New York Construction Magazine*. One of 36 winners chosen from 268 nominated projects in the tri-state area, The Wellness Center was selected based on entry criteria including project management and client service, safety, design and functionality.

The facility, designed by ikon.5 Architects, consists of technologically equipped learning spaces for classroom instruction, conferences and seminars, a state-of-the-art fitness center, a gymnasium equipped with arena-style bleachers, competition-size basketball and volleyball

courts, an interior running track suspended above the gym floor and a six-lane, NCAA-competition swimming pool.

Designed to holistically address and enhance all aspects of wellness – mind, body and spirit – The Wellness Center also houses a meditation room and contemplation roof garden. The ecological design of the building as a metaphor for wellness is eligible for certification by the U.S. Green Building Council under its Leadership in Energy and Environmental Design (LEED) Green Building Rating System®.

We Remember



Amadeus McKevitt, OSU

Alumna, member of the College's Board of Trustees, superior of the Community of St. Teresa and Provincial of the Ursulines' Eastern Province, Sr. Amadeus McKevitt, who died on October 14, 2008 at the age of 91, held many roles in which she impacted the life of The College of New Rochelle. After graduating from CNR in 1943, she went on to earn a master's in American history from Fordham University and a licentiate in canon law from The Catholic University of America. During her lifetime of accomplishments, she also taught at several Archdiocesan schools, served in Rome and in the United States in developing programs for sisters in formation, was vicar for religious in the Archdiocese of New York and served for more than 20 years on the archdiocesan Metropolitan Tribunal. May she rest in peace.

She Was “Left to Tell” the World

On a lovely fall day in October 2008, hundreds of members of the CNR Community sat riveted by the terrifying account of one of the most vicious and bloody genocides the world has experienced. It was one woman's story of the holocaust that took place in Rwanda, Africa, in the spring of 1994, when over one million people of the Tutsi tribe were killed by their neighbors, friends and even members of their own families who were members of the Hutu tribe.

The genocide in 1994 erupted from the ethnic and economic tensions following the failed peace after the Rwandan Civil War of 1990. However, the seeds of this civil war were planted decades before when German and Belgian colonialists issued ethnic identity cards to distinguish the two tribes, and the colonial favoritism of the Tutsis over the Hutus established a discriminatory race-based class system that laid the groundwork for the genocide.

A young Tutsi woman, Immaculée Ilibagiza, then a 19-year-old university student, would survive these days of

rage that killed all but one member of her family and over a million of her Tutsi tribe. This tragedy and her discovery of the power of faith and forgiveness is recounted in her book *Left to Tell: Discovering God Amidst the Rwandan Holocaust*.

Invited to CNR by the Office of Mission and Identity, Ilibagiza captivated students, faculty and staff in a crowded Romita Auditorium. She related her heart-wrenching story of survival with seven other women, hiding for 91 days in a small — four-feet long and three-feet wide — bathroom in the home of a Protestant minister and family friend, a Hutu who deplored the massacre.

Describing one of the many terrifying and difficult moments she endured during her months in hiding, she recounted a time when the house was being searched by the Hutus, one of whom was about to open the bathroom door. As she desperately prayed to God to keep her safe, at the last moment, the Hutu killer was distracted. He did not

turn the bathroom knob. He did not find the women hidden inside the tiny bathroom. God, she said, had saved her life.

In a calm and eloquent voice, Ilibagiza described how in enduring these frightening days, she found the meaning of her own life. Raised a Catholic in a deeply religious family, she turned to God in the midst of her ordeal. “God,” she said, “saved and changed my life.”

“God had brought me a long way,” she went on to tell the CNR Community. “He’s walked with me every step of the way: saving me from the killers; filling my heart with forgiveness; delivering me to safety. No matter what I’ve been through in the past, God has never left my side; I’ve never been alone.”

In the closing moments of her talk, Ilibagiza spoke of later meeting this man who killed her mother and father and stole the family’s property. After the uprising, he was captured and held prisoner for his murders. She was taken to visit him in prison. Shocking and

We Remember

Avery Cardinal Dulles, S.J.

On December 12, 2008, Avery Cardinal Dulles, S.J., the Laurence J. McGinley Professor of Religion and Society at Fordham University, passed away at the age of 90. A longtime friend of the College, Cardinal Dulles was presented with an honorary degree from CNR on the occasion of the opening of its Centennial year in September 2003. During the convocation, CNR President Stephen Sweeny lauded Cardinal Dulles as a world-class theologian, who was named Cardinal in 2001 in an extraordinary gesture of affirmation and appreciation for his lifetime of service to the Church, and whose presence “reminds us of our identity as a Catholic college.”

As Catholic theologian, his extraordinary teaching and scholarly career involved faculty appointments at Fordham University, Woodstock College in Maryland and Catholic University in Wash-



Avery Cardinal Dulles, S.J., with Jeanne Brennan, O.S.U. prior to the CNR Centennial convocation in September 2003.

ington, DC. The author of 24 books and nearly 800 articles, Cardinal Dulles' work was marked largely by a commitment to conversation and listening as much as speaking. From this lifetime of theological conversation, he touched on every significant element of contemporary Catholic belief and demonstrated

with fierce intelligence how the richness of two thousand years of Catholic tradition is eminently consistent with the expression of faith that the new millennium requires.

The College of New Rochelle joins in mourning his death and celebrating his life. May he rest in peace.

surprising both his Tutsi interrogator and him, Immaculee Ilibagiza took his emaciated hands in hers and said "I forgive you."

She spoke of how she wept at the sight of his suffering. "He had let the devil enter his heart, and the evil had ruined his life like a cancer. He was now the victim of his victims, destined to live in torment and regret. I was overwhelmed with pity for him."

What she believes she must "tell" the world and all Rwandans is that hatred hardens the heart and diminishes the person carrying the hate. Forgiveness and love, learned through her experiences of faith and survival in the face of great pain and evil, will provide the only hope for being truly human and for the future of humanity.

Today, Ilibagiza is married and the mother of two and living in the United States. She has established a foundation to help others heal from the long-term effects of the Rwandan genocide and war. Her writings also support a charitable fund to assist the children of Africa build better lives. For her work, she has been awarded honorary doctoral degrees



Immaculee Ilibagiza signs a copy of her book for a student.

from The University of Notre Dame and St. John's University. Last year, in 2007, she was awarded The Mahatma Gandhi International Award for Reconciliation and Peace.

She continues to tell the story of her ordeal, suffering and salvation so that the world will never forget what happened in the spring of 1994 in the heart of Africa.
—John Coyne

Clayworks Subject of Fall Castle Gallery Exhibit

The Castle Gallery opened its 2008-09 season with *Beyond Bio: Clay Bodies*, an exhibit of clay works presented in conjunction with the Clay Art Center's *All Fired Up: A Celebration of Clay in Westchester County*. Curated by Castle Gallery Director Katrina Rhein, *Beyond Bio* featured artists who utilize ceramic elements in their exploration of the human form on both a physical and psychological level and to highlight bio-medical issues visually and conceptually. The works range from the use of the human form in its entirety, manipulated to convey abject beauty, to isolated, fragmented elements of the human form (indicating life beyond our daily comprehension — the body as a macro-cosm), to playful biomorphic forms seemingly at work.



In addition to participating in the Beyond Bio exhibit in the Castle Gallery, Grace Powers Fraioli SAS'77, GS'89 had her own exhibit of work in the Mooney Center Gallery.



FOUNDER'S DAY CELEBRATED

On October 23, 2008, the College celebrated Founder's Day. Reflecting on the 104th anniversary since its founding, the day began with Mass in Holy Family Chapel, followed by a luncheon where member of the College Community spoke on what the Ursuline heritage meant to them. Four CNR students were presented with *Serviam* Awards for outstanding community service. The day concluded with a talk by noted journalist Peter Steinfels. On the next several pages, we share some of the highlights of the day.

Noted Religion Journalist and Author Speaks on the Presidential Election

The question of how one votes in the election has less to do with making a moral choice and more to do with exercising prudential judgment advises *The New York Times* religion columnist Peter Steinfels, who spoke at the Founder's Day Lecture on October 23, 2008. This is the time for "examining our consciences about how our faith and our morality are to inform our political commitments and activities," he said as he explained the moral and social justice considerations in the election.

Steinfels, along with his wife Margaret O'Brien Steinfels, are co-directors of the Fordham University Center on Religion and Culture, which they founded in 2004. The Center explores questions that arise when, as CNR President Stephen Sweeny explained, "religious faith intersects with contemporary culture."

The former editor of *Commonweal*, an independent bi-weekly journal of political, religious and literary opinion, Peter Steinfels has been with *The New York Times* since 1997 writing a bi-weekly column, "Beliefs," that considers issues of religion and ethics. Besides the column, Steinfels is the author of the 1979 book *Neoconservatives: The Men Who Are Changing America's Politics* and *A People Adrift: The Crisis of the Roman Catholic Church in America* published in 2003.

Speaking in a crowded Romita Auditorium, Steinfels, in reviewing models of decision-making, described

following the "virtue of prudence" when making decisions, not only in the election but in all moral decision-making. Prudence, he said, has been called "the mother and measure of all the other virtues." Prudence is the practical wisdom that helps us not only tell good from evil in general terms, but in concrete circumstances. Continuing, he said "prudence is the virtue we need to prize in the political leaders who will exercise power and authority on our behalf... Prudence guides us in relating means to ends and choosing how to allocate resources among good ends... Prudence helps us to resolve the stark choices political leaders often face between the short run and the long run."

Emphasizing the distinction between "moral truth" and the "virtue of prudence," as described in the American



Peter Steinfels continues the discussion with some alumnae and faculty following his lecture.

bishops' document "Forming Consciences for Faithful Citizenship," he addressed the enormous complexities confronting faithful citizens on November 4, 2008.

He summed up his talk by saying, "What is at stake for me personally this year, and for all of you other residents of this reliably blue state, has less to do really with how we vote on November 4, than how we live and act as citizens on the other 364 days of the year."

— John Coyne

THE RESPONSE

The College Community responded to Peter Steinfels' lecture the following week with a panel discussion entitled, "Further Considerations of What's at Stake in the Upcoming Election." Moderated by Dr. Joan Bailey, Special Assistant for Mission & Identity, the panel focused on such issues as principles which guide the Catholic Church's understanding of the church/state relationship, the foreign policy approaches of the two candidates, the history of CNR students' involvements in presidential elections and the new tax proposals of the candidates. Panelists included Dr. Elisabeth Brinkmann, Assistant Professor of Religious Studies in the School of Arts & Sciences; Dr. Daniel McCarthy, Associate Professor of Political Science in the School of Arts & Sciences; Martha Counihan, OSU, Associate Professor and College Archivist; Dr. Nelson Ong, Associate Professor of Political Science in the School of Arts & Sciences; Dr. Walter Sullivan, Associate Professor of Educational Leadership in the Graduate School; and Elza Dinwiddie-Boyd, Dean of the School of New Resources.

FOUNDER'S DAY CELEBRATED



Serviam award winners with CNR President Stephen Sweeny (from left): Merin George, Maria Davis, Rashmi George, and Laura Enright

Students Honored for Service

Established by the Ursuline Institute and continued by the College, the annual *Serviam* awards honor those students who best embody the Ursuline philosophy of *Serviam* (I will serve) and support the College's mission of education for service. This year's recipients were exemplary examples of that philosophy.

Merin George of the School of Arts & Sciences serves as a peer minister, fund-raising for and participating in Midnight Runs and Lord's Pantry food deliveries, as well as participating in other Campus Ministry programs. She is active in the Sunday congregation of Holy Family Chapel, serving as a Liturgical Minister in the choir and as lector. Merin has participated in Urban and International alternative Spring Break Plunges at Hale House in New York City and, most recently, in Guatemala, raising funds and donations as well. Of her Guatemala experience, Merin said, "... the people there helped me learn more than I could ever teach them...I learned about seeing God in nature, in the people, and, most importantly, in myself."

When **Maria Davis** of the School of New Resources contracted HIV in the late 1990's, she looked upon the diag-

nosis as a call to educate women, men and children about HIV/AIDS and to serve those affected. Acknowledged by the NY State Health Commissioner for her contributions, she has participated in the 350-mile Boston to New York AIDS fund-raising bicycle ride, in the NYC GMHC AIDS Walk and has used her talents to organize AIDS research fund-raising concerts. Because Maria believes that volunteering her time in her own community is vital to communicating the message of AIDS awareness to people of color, she especially donates her time to Harlem-based organizations, including the Terence Cardinal Cooke Nursing Home's AIDS ward, North General Hospital, Iris House, Project Return, The Minority Task Force on AIDS, Boys Harbor and Rivington House. Maria was part of a recent outreach visit to others affected by AIDS in the Guguletti Township of Cape Town, South Africa. She maintains that "being grateful and giving to others is the only true way to fight HIV/AIDS."

At her American Express workplace, **Rashmi George** of Graduate School has taken a leadership role as a "Care Captain" who leads her department in volunteer projects. She annually participates in the

"Skip Lunch Fight Hunger" campaign with Citi Harvest, which helps to feed children and their families, and she encourages workplace giving, which allows employees to give back in a way that can most benefit the cause of their choice, whether international or at home. She has encouraged her colleagues to donate blood and has personally participated in the annual blood drives. Rashmi led her department's approach to "Bring Your Kids to Work Day," making it fun as well as educational with the goal of stimulating expanded career considerations and planning. Most recently, she volunteered for the Harlem Children's Psychiatric Ward through American Express and Project Sunshine, painting and working to make the environment more cheerful for the children and their family members who would come to visit them. For Rashmi, "volunteering is incredibly fulfilling" and has allowed her to demonstrate leadership, seeing the results of her efforts in her community.

Laura Enright of the School of Nursing plans to use her skills working with children after she graduates. Her service activities include serving as a peer minister, participating in Midnight Runs to feed and clothe the homeless people of New York City and volunteering at the Hope Soup Kitchen. Laura has been a regular driver for the CNR partnership with the Lord's Pantry, delivering food to homebound patients in New Rochelle. She was a participant in the alternative Spring Break Plunge to rural West Virginia, engaging in construction of new homes and distributing food to the needy. This summer, Laura worked in the infirmary of a boy's camp, where she discovered the value of the lessons learned from her experiences as a student leader and volunteer when she formed a collaborative team from disparate workers.

FOUNDER'S DAY REFLECTIONS

The following are excerpts from remarks given on Founder's Day
on October 23, 2008.

These Weren't Ordinary Nuns, These Were Ursulines

BY LYNDA MAGRATH SAS'74

DIRECTOR, COUNSELING & CAREER SERVICES

When I was a freshman at CNR way back in 1970, I had the good fortune to take a course in Early Medieval History with the distinguished scholar and Ursuline, Anne Bunting. In her engaging lecture style, Sr. Anne told us the legend of St. Ursula leading ten thousand virgins on a trip from their native Britain to Rome – allegedly to postpone Ursula's arranged marriage to a Pagan Prince back in the dark ages of the 5th Century. The story goes that upon the women's return journey they were massacred by Huns somewhere in Belgium – apparently resulting from Ursula's refusal to marry yet another pagan, this time a Hun chieftain. Our Ursula must have been a very attractive young woman!

I still recall Sr. Anne's wry and witty disclaimer at the conclusion of the story: she cautioned us not to take the tale literally, as scholars believe there were 10 women accompanying Ursula, and because Sr. Anne doubted there were 10,000 virgins in all of Europe in those dark days.

Well, regardless of how many maidens actually accompanied Ursula, we know that she was the inspiration for St. Angela and her companions several centuries later. It's difficult to choose from among so many wonderful examples of the wisdom gained among the modern-day Ursulines and their many companions who comprise the greater CNR

Community. I had the good fortune to have many Ursuline sisters as teachers and advisors.

Here is just one example of the wisdom I carry with me – and draw upon – today. As a freshman, I went to see the Academic Dean, Sr. Dorothy Ann Kelly, to request a make-up exam – my Spanish final exam was scheduled on a Saturday, the day I worked in a department store in New Rochelle. Sr. Dorothy Ann considered my request sympathetically, but she did not grant it. Instead she told me in so many words that I would have to miss work – the exam was more important. I still remember her exact words of advice to me – she said, “You need to be a woman about this.” Now I was not happy about losing a day's pay – \$12.95 before taxes – remember this was 1970. But I did feel empowered and “matured” by the advice, and I've never forgotten it. I still channel that spirit when I have occasion to help a student accept something disappointing or difficult in his or her life.

Now to fast forward to 1985: after 11 years of living and working in Manhattan, I had just finished my master's degree at NYU and had been offered a staff position at CNR. My friends and acquaintances who knew a little about CNR, from me or others, and knew about its Catholic heritage asked me with some concern, “Do they still have nuns around? Do they still wear habits and all that? You're such a liberal and independent thinker, how will you get along?” I had to laugh at the irony – because, after all, who encouraged me to be an independent thinker, a questioner of the norm? I assured them that there was nothing to be concerned about, that these weren't ordinary nuns, these were Ursulines — the smartest, coolest women you could ever meet.

I guess the College and I made the right employment decision, because 23 years later, I'm still here. And how lucky am I to work among my former teachers, both Ursulines and those who have absorbed the Ursuline spirit so well? I believe this to be true for so many of us throughout the College Community – that after you work here for a while the Ursuline spirit becomes a part of you, no matter what your religious denomination, background or gender.



Sr. Anne Bunting teaches
at CNR in 1985.

FOUNDER'S DAY REFLECTIONS



My Ursuline Journey

BY DR. BARBARA ADAMS

DIRECTOR, ROSA PARKS CAMPUS, SCHOOL OF NEW RESOURCES

Almost ten years ago, when I met Dr. Sweeny for the first time, he welcomed me by saying, "Let me tell you about the Ursulines." I replied that I knew all about the Ursulines since I had lived in Guyana. He said, "Welcome home" and I've been here ever since.

To elaborate, I have to take you back a few years to fill in how the Ursulines became an important factor in my life... I am the proud daughter and granddaughter of successful immigrant parents. My father was from Ghana, West Africa and my mother was from Guyana, South America. I consider it my good fortune that my parents met in Harlem. My mother was a school teacher and my father came as a student to study at Columbia University. After my birth, my young parents encountered the usual obstacles of working and caring for me together with juggling school and work responsibilities. Because they didn't want me to grow up as a latchkey child, they decided that I should be raised in my mother's country. Mother's childhood friend came to the United States and took me back to Guyana and enrolled me in St. Rose's Ursuline Convent, where I spent the formative years of my life.

I was eight when I arrived in Guyana and would live there until I was 16. I can still recall the first days of very intense heat in this new country. Back then, the nuns wore ankle-length habits and headpieces that fit closely under their ears, and long rosary beads hung from their waist. My classmates and I spent many years trying to see under the headpieces to determine how short the nuns wore their hair and why they didn't perspire.

In retrospect, life with the Ursuline nuns was very comfortable and I was happy. I attended school with Asian, English, Portuguese, Indian and Pakistani girls and never felt like an outsider nor was I ever called an immigrant. I'm still in contact with many and they live all over the world.

At the convent, I was groomed to become polite, a good citizen, good student, good Catholic and role model. I learned that how you looked didn't matter. Only the knowledge in your head was what counted. As young students we learned how to write in penmanship class. In the advanced classes, we wrote short stories, plays which we produced ourselves, poetry and corresponded with Americans. I studied French, Latin, English, history, algebra, geometry, music, government and played a sport. We did all our work as we were instructed and without deliberation with the nuns.

Days and nights of my life were structured with prayer. Actually, I feel the Ursuline setting structured my life and helped to make me whom I am today. I learned the concept of volunteering, and in my teen years when assignments were doled out, I volunteered to feed senior citizens in the local old folks home as it was called. I also volunteered to weekly clean and place fresh flowers on St. Joseph's altar in the chapel. It was a wholesome life.

Some years later with three small children and back in college, I walked into St. Vincent Ferrer Elementary School on the East Side to enroll my children. I am blessed that they were able to get that Catholic foundation. Today, the tradition has transferred to my three grandsons who are all enrolled in Catholic schools.

I've lived long enough to realize and see that children live what they learn, and I constantly try to convey this to my students. My family is truly a Catholic family, and I have the Ursuline nuns to thank for my foundation and guidance. I am convinced that it was through my Catholic exposure and molding by the Ursulines that I learned the three A's that have become so important to me – to Achieve, Acquire, and Accomplish.

Alumna Extolls Virtues of CNR at Honors Convocation

During her first nursing class at CNR, Diana Valdes SN'00 was given an assignment that forever changed and shaped her life. The class was split in two – one group of students chose to be blind, handicapped or severely ill for 24 hours, while other students were to be on hand to witness the reaction of the outside world.

"The results were disheartening. The blind were often ignored and not given the courtesy to enter an elevator first... The students in wheelchairs were never offered any assistance – some even experienced handicapped-equipped buses passing them by. This was paradigm shift number one for me. It made me check my behavior pattern and recognize how imperative it is to see not just what's in front of you but also what is peripherally around you," advised Valdes as she spoke to students at the annual Honors Convocation, held as part of Family Weekend in early November 2008 on campus.

As the students, along with their families and friends, listened intently, Valdes went on to share more of the lessons she had learned at CNR, including in Transcultural Nursing, where she

"learned that we have more in common than not and that there are histories and atrocities in all cultures that we must respect and honor."

Stressing the message that CNR gives its students a "perspective of life," she extolled what she perceives as the virtues of CNR. "CNR is a place where students are safe to soar, to voice their

ideas and to lead. It is a place where standards are not lowered because of your culture, your color, your religion or your gender.

"Know that we are not to be blinded by gender alone but we must forever see content of character and make choices for the betterment of the human race."

— Lenore Carpinelli



Left top: Students celebrate their achievement after the Honors Convocation.



Left bottom: Diana Valdes SN'00 (right) speaks with a student after the Convocation as SN Dean Mimi Donius looks on.

Above: Holy Family Chapel was filled with family and friends of the students being honored.

CNR Drama Performs Into the Woods



CNR Drama opened its 2008-09 season in November with *Into the Woods*, Stephen Sondheim and James Lapine's award-winning musical. *Into the Woods* is a delightfully contemporary take on the traditional Grimm's fairy tales with Cinderella, Little Red Riding Hood, Rapunzel and others all colliding in the woods as they search for happy endings. Directed by CNR's Laurie Peterson Castaldo, the production features a cast of 20 from Westchester and the NYC area.

Left to right: Jack of Beanstalk fame. The wolf of the tale of Red Riding Hood. Rapunzel lets down her hair. Cinderella's evil stepsisters try on the glass slipper.

After Forty Years – It's Time for a Change

CNR Partners for Excellence

It's 1967. The Beatles lead the world of music, Twiggy and mini-skirts are *de rigueur*, and *The Graduate* tops the box office. Students are protesting the war in Vietnam and The College of New Rochelle is educating 876 women on one campus in New Rochelle. In that same year, The President's Circle is established and donor clubs are created to recognize and thank alumnae and friends who generously support the College's Annual Fund at all gift levels.

Since 1967, members of the Century Club, Chidwick Associates, Founder's Society and President's Circle have provided 90 percent of the College's Annual Fund which now exceeds \$2 million.

The College has grown. Now with 60 academic programs in four Schools on six campuses and over 5,000 students, its budget approaches \$60 million. Yet over these four decades, donor recognition societies remained the same.

According to Marilyn Saulle, CNR's Director of Annual Giving, "The purchasing power of a \$1,000 President's Circle gift has shrunk to \$154 since 1967!"

Because of this, and the College's very real need to grow the Annual Fund, it was time for a change that would better engage our graduates and ask them to step up their support for CNR.

After careful research and deliberation by the Alumnae/i Association's Annual Giving Committee, President Stephen Sweeney and the Board of Trustees initiated *Partners for Excellence*.

Elizabeth LeVaca, Chair of the Board of Trustees Development Committee, says, "As trustees, we believe the cause of higher education, particularly a CNR education, is more important than ever. Although we find ourselves instituting new giving societies during a period of economic turmoil, increased support from our alumnae/i and friends is essential to our students."

The College has maintained a prudent fiscal policy and has been in the black for 30 years. Scholarships and educational programs rely on multiple revenue streams: tuition, Annual Fund contributions, government support and endowment earnings. Its future strength will depend on all of these sources, particularly the support of alumnae/i.

"The College is grateful for every donor and every gift," says Rosa Puleo Napoleone SAS'75, Chair of the Annual Giving Committee of the Alumnae/i Association Board of Directors. "The positive impact of a CNR education is experienced not only by the student but by their family, community and workplace."

Our complex world today requires critical thinking, informed judgment and strong values. By partnering with CNR, you provide excellence in education and wisdom for life.

PARTNERS FOR EXCELLENCE GIFT SOCIETIES

Annual Fund Gift Societies

CNR's Annual Fund Recognition Societies

\$250	Cum Laude Associates
\$500	Magna Cum Laude Associates
\$750	Scholars' Circle
\$1,000	Deans' Circle

The President's Circle

CNR's Annual Fund Leadership Gift Societies

\$1,500	Blue & White Society
\$1,904	1904 Society
\$3,000	Castle Society
\$5,000	Brescia Society
\$10,000	Ursuline Society
\$15,000	Adrian Iselin* Society
\$25,000	Leadership Society
\$50,000	Cornerstone Society

**Adrian Iselin, early supporter of Mother Irene Gill and president of the Board from 1904 to 1935. He forgave the mortgage on the Castle on the occasion of CNR's Silver Jubilee in 1929. It was the first major gift to the College.*

The President's Circle Associates

CNR's Annual Fund Leadership Gift Society for Recent Graduates

\$250+	1-4 years
\$500+	5-9 years
\$750+	10-12 years

Fidelis Society

CNR's recognition society to recognize loyal donors who have given regularly to the College for 10 or more years

The Heritage Society

CNR's recognition society for donors of planned and estate gifts

Mother Irene Gill Society

CNR's recognition society for donors whose cumulative life-time giving to all funds totals \$500,000 – \$999,999

St. Angela Society

CNR's recognition society for donors whose cumulative life-time giving to all funds totals \$1,000,000 or more

Supporting The College of New Rochelle

Eileen Egan Burke SAS'59

My three cousins, Nancy Collins McKenna '51, Patsy Collins Egan '54 and Helen Collins Krumsiek '57 all attended The College of New Rochelle. Their success, enthusiasm and encouragement set a path for me to follow.

Coming from an Irish Catholic family, New Rochelle provided a supportive as well as challenging environment for me to continue my education. My parents' goal was to give each of their children (I was the oldest of five) something no one could ever take away from them—a good education. They felt if



The College of New Rochelle has always turned to its graduates to continue this mission of the Ursulines and the lay professors to provide a quality education to those seeking a college degree. Now it is our turn.

we had a degree we should always be able to take care of ourselves. How right they were!

My four years at CNR were wonderful years. Our class was a blend of young women from New York and New England, from the cities of Philadelphia, Chicago and New Orleans. We forged friendships that are still strong today.

Being so close to New York City meant that on many Saturday afternoons we would be in Manhattan at a museum or taking in the latest Broadway show. We did not have much spending money, but that didn't matter, we were young and healthy, and for \$2.95 Standing Room Only in a Broadway theatre was the best deal in the Big Apple!

As I look back at the past 50 years since I graduated, I see a different but still a very vibrant college. I'm proud that The College of New Rochelle has continued its special mission. The great vision of Sr. Dorothy Ann Kelly and President Stephen J. Sweeny is exemplified in the establishment of five SNR campuses, providing an educational setting where students of various backgrounds and ages can matriculate with a CNR degree.

Again, the College identified, as it has throughout its history, the need to educate those of our society who have been overlooked by time and opportunity. The College of New Rochelle was once a school for women bypassed by society. Now CNR is educating women and men of all races and creeds. We know, as our parents knew before us, that with a CNR degree these new graduates will always be able to take care of themselves.

The College of New Rochelle has always turned to its graduates to continue this mission of the Ursulines and the lay professors to provide a quality education to those seeking a college degree. Now it is our turn. For me, working with Claire Manto and Brenna Mayer and other members of the College Advancement team has been most rewarding and satisfying. My husband and I feel our support of the College is one of the best investments we can make in the future of our country. The College, we know, appreciates the support of all the graduates of CNR. We are so proud to say that the Class of 1959 is striving toward 100 percent participation in the Annual Fund. Such continued support will be our next challenge as we prepare for our 50th Reunion Class Gift.

TO MAKE A GIFT TO THE COLLEGE OR FOR FURTHER INFORMATION, PLEASE VISIT THE WEBSITE AT WWW.CNR.EDU, CALL 1-800-474-4232 OR EMAIL PARTNERS@CNR.EDU.

Supporting The College of New Rochelle

Kristin Krause McDonough SAS'68

I zeroed in on The College of New Rochelle as my school because its reputation for rigorous small classes, smart women and gifted faculty had preceded itself. It didn't hurt when my best friend, Jean Shanaphy, returned from a campus visit raving about Maura Ballroom, which she'd been told would be the wonderland setting for our junior prom. How could I look elsewhere?

CNR was so close to Manhattan that I felt that I could bite into and savor what the Big Apple had to offer – with theater and museums a short train ride away. Little did I know that right on campus I could sate my appetite with Little Theater offerings, from electrifying and dark productions of *Bernarda Alba* and *Blood Wedding* to a *Peter Pan* where Mercedes Ruehl was such a mean Hook that little children cried in terror. Mercedes (now an Academy Award & Tony Award-winning actress) was also a suitably stiff Tin Man in a magical *Wizard of Oz* with the lion played by our own Myra Turley who can now be caught on the new season of the hit TV show, *Mad Men*.

When I did venture into town to catch a matinee, or in some cases (e.g. William Alfred's *Hogan's Goat*) three or four repeat performances, it was a real thrill to mimic Walter Kerr and pen my own reviews of Broadway shows for *Tatler*, whose editor Madeleine Blais went on as a fairly new CNR alum to win a Pulitzer for her newspaper reporting. See what I mean about smart women?

I still recall the jolt of early morning caffeine (or late night deliveries from the deli) which fueled debates about issues that now totally escape me, though the quality of the debates does not. (I sim-

ply had never before been around such smart, savvy, aware peers.) I loved the occasional crisp fall afternoons lazing on the rocks at Glen Island, before returning to campus and frantically building an audience for the writers I had lured to CNR for the Library Lecture Board. One of the highlights of my undergraduate years was the night we hosted the novelist and poet Robert Penn Warren.

Of course, I cannot recall The College of New Rochelle without summoning up my English professors in particular – Mother John Bernard, whose linguistic and rhetorical analysis opened my eyes; Jim Greene, who really knew contemporary drama; Elaine Spina, with whom we memorized old English and explored the Sufis; Mother Christopher Pecheux, whose exhaustive knowledge of and love for *Paradise Lost* came in handy when I married a Miltonist; and Mother Angela, now Joan Carson, who mesmerized us in her 18th Century course and in late night informal tutorials back in the dorm. The Philosophy Department boasted Professor Tom Taaffe, who organized electrifying anti-war teach-ins that filled the sunken living room of Brescia during the Vietnam escalation, and who captivated us as well in the classroom with his arresting approach to philosophy. Speaking of philosophy, I still remember whole segments of Dr. Perillat's lectures on the pre-Socratics (Empedocles= seeds, etc.).

While the content of my theology courses does not resonate as freshly, what I thrill to remember is the passion of a lived faith that shone through religious like Pascal Conforti and Elinor

Shea, who eventually left higher education to work in the peace movement, or with immigrants, or the sick. Perhaps it was their quiet example that put me on the bus one Easter break headed to Berea, Kentucky, to work on Fr. Beiting's Christian Appalachian Project. It was here I remember that I first learned that pickles are made from cucumbers!

What I continue to appreciate in my long association with The College of New Rochelle is that the Ursulines envisioned higher education as a way to prepare young women for effective roles in their society. And over the years, as it did for us from 1964-1968, the College has sustained and expanded this educational outreach that now touches thousands of students, men as well as women, at four schools on several campuses.

The School of New Resources graduates I work with here at The New York Public Library of Science, Industry and Business and in the Financial Women's Association are effective players in their institutions and organizations. It has been an honor for me to be part of this long continuum of women and now men who have had the opportunity and privilege to attend The College of New Rochelle and benefit from a solid liberal arts education that fosters a culture of service to others.



HERE ARE A FEW HIGHLIGHTS OF SOME OF THE NUMEROUS

ENJOYING THE FINER THINGS IN LIFE

What could be better than an evening spent with friends enjoying fine wine and chocolate? Not much, according to the 40 alumnae and friends of the College that gathered for the Chocolate and Wine Tasting event at CNR on November 6, 2008. Participants learned the health benefits of chocolate and how to pair it with wine, while sampling a number of delicious choices.



Above: Brenna Mayer, VP for College Advancement, Lois Scarpino Amend SAS'57 and Fran Choquette Broderick SAS'57

Below: Maryann Carille, John Tuter & Anne Pelak SNR'90, GS'96, Director of Financial Aid at CNR

DO YOU HAVE YOUR ALUMNAE/I ID?

As an alumna of CNR, you can have access to all the services of Gill Library, the Mooney Center computer lab and the Wellness Center (with membership), but first you need an Alumnae/i ID card. To learn more about the benefits available to alumnae/i, how to apply for an Alumnae/i ID and membership to the new Wellness Center, contact the Alumnae/i Relations Office at 1-800-950-1904 or visit www.mycnr.com.

Alumnae/i and Students Play Ball

They came together on the CNR basketball court on a cool evening in mid-November 2008 not for a competition but for a celebration – a celebration of the College's new Wellness Center and of a woman who for more than four decades was synonymous with physical education at CNR. They were current students and alumnae of the College – some who had graduated just last year and some decades earlier but all sharing the common bond as CNR grads – gathered for a student-alumnae/i basketball game. The woman they celebrated was Kathie LeVache, beloved professor of physical education at CNR from 1952 to 1998.

When LeVache retired, CNR President Stephen Sweeny promised that he would "build her a building," he recalled that night, and now with that building – the Wellness Center – completed, President Sweeny took a few moments before the start of the game to once again unveil the portrait of LeVache that was completed a decade ago. The painting now hangs in the new Wellness Center as a tribute to LeVache.

Then the students and alumnae/i took the court for a friendly rivalry that was as much fun for the players as it was to watch with the score going back and forth before ultimately culminating in a win by the white team, who edged out the blue team by just two points.



– Lenore Carpinelli



Above: Mary Riddle Armiento SAS'78 looks for an open teammate.

Left: Ruchelle Austin SAS'08, who was recognized during halftime with an NCAA Women's Basketball Division III statistical champion award for averaging the most rebounds in a game during her last season playing at CNR, takes a shot while Pat Rosenkrantz LeVins SAS'78 attempts to block her.

Below: The alumnae/i and student teams pose with Kathie LeVache and Harold Crocker, Director of the Wellness Center and Intercollegiate Athletics at CNR (center), prior to the start of the game.



ALUMNAE/I EVENTS THAT ARE HELD THROUGHOUT THE YEAR.



Going to New Heights

More than 75 alumnae/i and students were Broadway bound on October 9, 2008, traveling to NYC to see the Tony Award-winning production of *In The Heights*, starring CNR's own Doreen Montalvo SAS'85 (*top row center with flowers*). Alumnae/i Association President Marlene Melone Tutura SAS'71 presented Doreen with a bouquet of flowers from her alma mater during an exclusive post-show Q & A with Doreen and several fellow cast members.

CNR ALUMNAE/I & STUDENT PHOTO CONTEST

The College of New Rochelle's Alumnae/i Association is pleased to announce CNR's photo contest for alumnae/i and students. Share your great pictures with friends. Deadline for submission is April 1, 2009. For more information, please log on to www.mycnr.com, call 914-654-5293 or e-mail alum@cnr.edu.



Networking with the Times

The third CNR Women's Networking Breakfast Forum took place at *The New York Times* on September 16, 2008. It was hosted by Diane McNulty SAS'75, Executive Director of Community Affairs and Media Relations at the *Times*. Seventeen CNR women discussed CNR issues and were briefed by Gerry Mullany, Deputy Editor, Government and Politics, on coverage of the presidential campaign. The briefing engendered lively discussion of the candidates and the issues as well as the coverage they have received. The CNR women then toured the editorial offices of the *Times*.

Pat Wiley SAS'72, event host Diane McNulty SAS'75, Betsy Donovan Nolan SAS'79, and President of the Alumnae/i Association Marlene Melone Tutura SAS'71.



STUDENT PROFILE: BERNICE VELOZ SAS'11



Finding a quiet few minutes to talk with someone isn't generally an insurmountable task, but when that someone is Bernice Veloz, the task is daunting. Busy all of the time, in between classes, Bernice works and pursues her interest in communications. And she tries to get home to Washington Heights as often as possible to spend time with her family and catch up on her sleep.

Squeezing in a few minutes to talk while she waits to get the bus to her job in East Harlem, Bernice, petite and pretty, is bursting with energy. Not only does she move fast and talk fast but she's also passionate about what she wants to do with the rest of her life – pursue an entertainment career.

Bernice came to CNR in the fall of 2007 and has learned since that going to a women's college affords her a strong sense of her own abilities. "There's a comfort factor that learning with other

"I want to help people by being a spokesperson for the Hispanic population. I think I can use my education in communications and social science to my advantage in fulfilling that goal."

women has, as well as lots of one-on-one interaction."

As a tutor at the East Harlem Tutorial Project (EHTP), she works with 20 third graders, helping with homework, explaining lessons and being a mentor for these young students from the Harlem Center. It is from her job that Bernice became part of a 2008 independent movie production, *Up With Me*, produced by The Harlem Film Project. The film, which was filmed in East Harlem and Boston, portrays the life of a teen from *El Barrio* (East Harlem) and his rocky transition when he is given a scholarship to a prestigious boarding school. Bernice is one of the star players, along with other members of the EHTP, who, though not professional actors, helped to write, shoot and act in the film.

"There was no official set, the streets of Harlem were our backdrop, so naturally it was very hectic. People walking by would stare and ask questions like what were we filming, and why. The experience was invaluable, and it's opened a number of doors for me, because through the film's success and publicity I've expanded my network."

When it premiered in March at a film festival in Texas, *Up With Me* made it into the juried narrative film competition and won the Best Ensemble Acting Award. It later premiered at The New York International Film Festival, and in November 2008, it was shown in the main theatre of El Museo del Barrio in gratitude to the residents, businesses and people of East Harlem. And Bernice was there to witness all the excitement.

"Seeing the movie take off was such an

amazing experience. When I started working on the film, it was such a small film, I never thought it would even make it outside of the doors of EHTP. So seeing it get as much acknowledgement as it has has just been absolutely outstanding."

The film has been described as "a visual ode to *El Barrio*, with stunning performances by the cast." So this is a fete of which Bernice is proud to have been a part of. The experience is one she will not likely forget, and will surely use in her future endeavors.

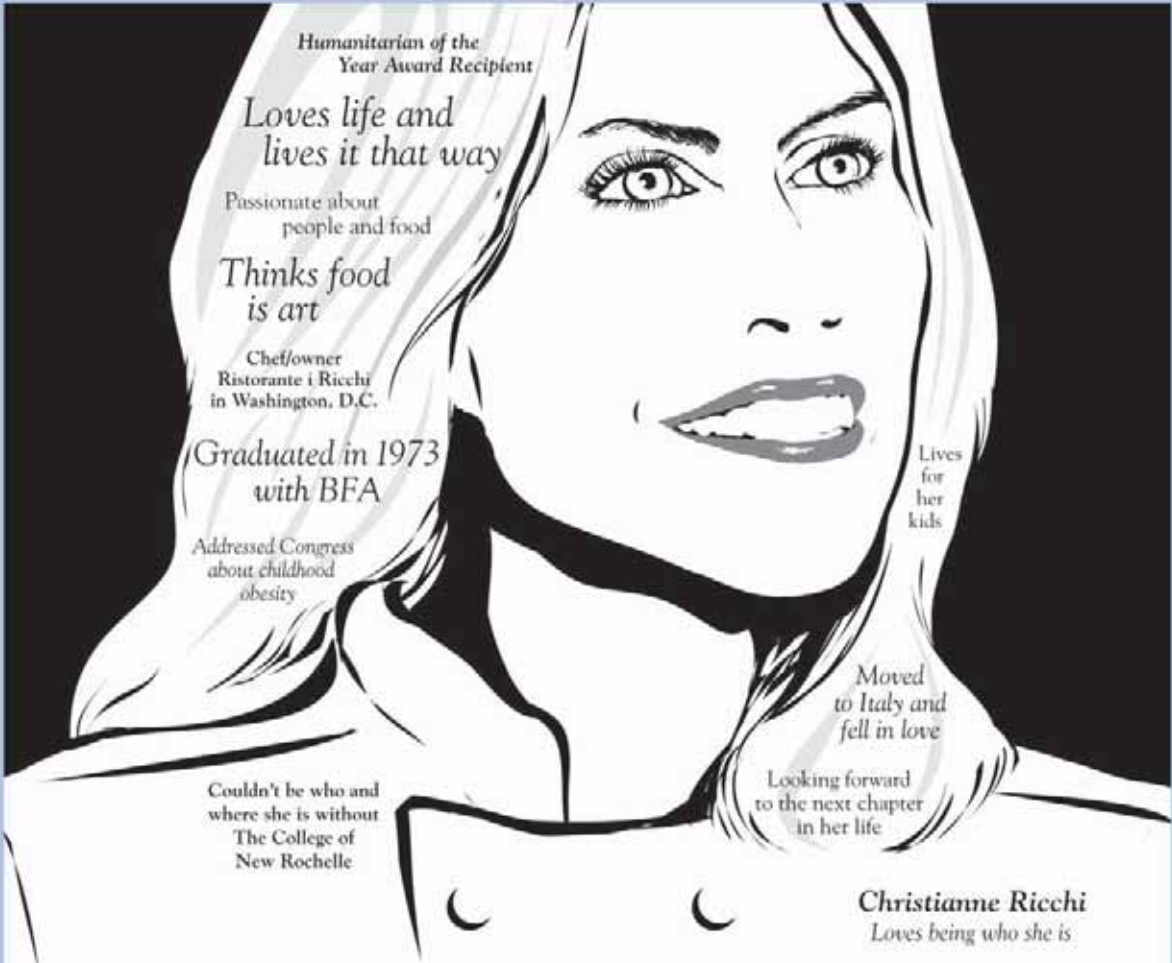
Not a bad beginning for Bernice, who, while a journalism major, admits that she has ambivalent feelings about writing but loves to talk. Interested in the entertainment field since the age of thirteen, she has aspirations to be the "Spanish Oprah," with her own show that features much on Hispanic themes and culture. She also sees this as a means to help people to be proud of the heritage.

In the meantime, Bernice, a sophomore, continues her studies, using public transportation to travel between her work at EHTP, her home in Washington Heights and the CNR campus. It's a grueling schedule, but Bernice, full of energy, seems able to handle it with ease. She dreams of the day when she will graduate, and hopefully start on her own entertainment career.

"But always helping others, that's important," she says. "I want to help people by being a spokesperson for the Hispanic population. I think I can use my education in communications and social science to my advantage in fulfilling that goal."

— Judith Balfe

COLLEGE INTRODUCES NEW IMAGE ADS



Humanitarian of the
Year Award Recipient

*Loves life and
lives it that way*

Passionate about
people and food

*Thinks food
is art*

Chef/owner
Ristorante i Ricchi
in Washington, D.C.

*Graduated in 1973
with BFA*

Addressed Congress
about childhood
obesity

*Lives
for
her
kids*

*Moved
to Italy and
fell in love*

Looking forward
to the next chapter
in her life

Couldn't be who and
where she is without
The College of
New Rochelle

Christianne Ricchi
Loves being who she is

Wisdom for life.
The College of New Rochelle

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Choose from the School of Arts and Sciences,
the School of Nursing, the School of New Resources
and the Graduate School.

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Log on to www.cnr.edu
for more information, or
call us at 800.211.7077.

The College has introduced new image ads designed to highlight the outcomes of a CNR education. Developed by the College's ad agency Thompson & Bender, under the direction of Liz Bracken-Thompson SAS'74, GS'02, the new ads feature Angela Cascarano SAS'01 and Christianne Ricchi SAS'73 and showcase the breadth of their experiences, both personal and professional.

BECOME A MEMBER OF THE WELLNESS CENTER!

With a membership to the College's new Wellness Center, you can take advantage of the state-of-the-art facilities – swim in the pool, work out in the fitness & weight room, run on the track and much more.

Membership is open to CNR students, faculty and staff, alumnae and members of the Residence Park Community.

The fee for alumnae/i is \$325.00 per person, per year. A family membership fee of \$175.00 per person, per year applies to family members residing at the same address.

For Additional Membership Information, contact Harold Crocker, Director of Wellness Center and Athletics, at (914) 654-5845 or hcrocker@cnr.edu.



The College of New Rochelle

29 CASTLE PLACE

NEW ROCHELLE, NY 10805-2339

